

# 2009 Labor Survey Results

City of Maricopa, Arizona



Prepared for:

City of Maricopa

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Prepared by:



Elliott D. Pollack & Company  
7505 East 6<sup>th</sup> Avenue, Suite 100  
Scottsdale, Arizona 85251

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## Appendix A - Survey Instruments



## Key Findings

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The following summarize the results of the 2009 City of Maricopa Survey as they relate to Maricopa's economic competitiveness:

- Income and years of education are prime proxies to gauge skill level. Maricopa has relatively fewer employees earning less than \$35,000 but significantly more of its population earning between \$50,000 and \$100,000 compared to the broader economic region. This proxy for skill set indicates Maricopa has a very skilled and abundant workforce.
- Maricopa similarly has a smaller percentage of its residents with less than a bachelor's degree but a relatively abundant concentration of residents with either a bachelor's or graduate level degree.
- Most residents own homes which facilitates workforce stability.
- Maricopa residents currently work in a variety of industries, but when compared to the Greater Phoenix region relatively more work within higher value added (i.e. higher wage) industries such as manufacturing, finance and insurance, and medical professions. The community also has a relatively high concentration of engineers.
- Age distribution is slightly skewed towards older groups. This partly indicates more retirees than the regional average. But, 45% of the respondents are between 25-54 years of age compared to only 41% in Pinal County. The additional people of retirement age are more than offset by a smaller number of people under 18 years of age. Despite the retirement concentration, Maricopa's workforce (i.e. working age residents) is actually larger than average.
- The average household size is smaller than the county average which is consistent with a workforce community.
- The above average workforce also commutes a long way to work. Many would prefer to be closer to home as new business development occurs. Two thirds would take a similar job closer to home. Half would change careers.
- 98% favor employer recruitment.

*The labor study identifies that the City of Maricopa has an outstanding workforce, both in terms of quantity and quality. This beneficial attribute will prove to be a major economic development asset. When combined with proper marketing and branding efforts, and possibly City specific financial incentives, the development potential of the community will only improve. It is recommended that the City consider the provision of "no opportunity cost" incentives in the short term to induce industry expansion in key areas. These would be industries that the City identifies to be both desirable and also has the potential to thrive based on the City's attributes.*



## 1.0 Introduction

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The following report outlines the results of a multi-platform resident survey conducted by Elliott D. Pollack & Company that analyzes the quality and demographic characteristics of the local population. The City's goals in the area of economic development are to create more local jobs by marketing this workforce to new and expanding businesses. These surveys provide the City with detailed information about the education and skills of the workforce and serve as tools in their marketing efforts.

The survey was available to residents online or by mail during November and December of 2009. Copies of the surveys are included in Appendix A. A long form survey identical to the online survey was mailed out to residents. In addition, a shorter, more focused survey was conducted via telephone during the same time period to obtain a statistically significant set of responses.

The results of this year's survey have been compared to the 2008 Labor Survey administered by the City of Maricopa where possible. The 2008 study included mail-in and online responses, but did not include telephone interviews. Additionally, portions of the mail-in survey were altered from last year. This required further explanation for those questions in order to compare year over year results.



## 2.0 Methodology

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In order to obtain the highest response rate and measure of certainty, three different types of surveys were conducted. The first was a two page paper survey that was mailed to a random sample of City residents. The same survey was also available online for residents who wished to take it in that manner. A shorter, more focused survey was conducted via telephone. A brief description of these surveys is included below. In addition, examples of the survey instruments used are provided in an appendix following this report.

### Mail/Online Survey

A list of resident addresses was obtained from Global Water Company, the primary water provider within Maricopa city limits. The addresses from Global Water Company were considered to be occupied homes due to the fact that they had active accounts with the water company. No personal information for any resident or property owner was received. Of the approximately 14,000 anonymous addresses, 5,000 were randomly chosen to receive a mail survey.

The mail survey included 29 questions that explored primarily employment, education, and salary issues. Within the survey were questions targeted toward residents who were currently employed and their spouse/partner as well as questions targeted towards the unemployed. Residents that received the mail survey were given a business reply envelope in which to return the completed survey. It was thought that by not requiring a stamp, the response rate would be higher.

Also on the paper survey was a link to a website that offered the same survey online. Residents who had access to the internet could take the survey on the computer in lieu of filling out the paper survey. The link to the online survey was also advertised by the City's economic development department in order to increase awareness and the response rate. The online survey will initially be tabulated separately from the paper survey to see if there was any noticeable difference in respondents.

### Phone Survey

A phone survey was also conducted with the intention of getting statistically significant data for a more narrow set of questions. This survey asked about household size, employment status, educational attainment, and income. To get phone numbers for residents in Maricopa, several sources were contacted. These sources claimed to have comprehensive listings for the Maricopa ZIP codes. When asked about the number of telephone listings that they had available for the City, each offered somewhere between 4,000 and 4,500. Though this represented less than a third of households, it was determined that this was the largest accurate sample that we could obtain. With a reasonable response rate, this sample size would yield statistically significant results. The list was reported to include only land line numbers. Cell phone records for residents were not available. The potential effect on survey results will be discussed below.

All of the phone surveys were completed between 4:00 pm and 8:00 pm on weekdays. There were a large number of disconnected numbers as well as no-answers. Nonetheless, the response rate has been high enough that a significant number of surveys were completed.



### 3.0 Mail-In / Online Survey Results

The mail and online survey was concluded on November 23, 2009 with over 600 combined responses. The first section included questions for the head of household regarding whether he or she was currently employed. The second section asked if the head of household was currently unemployed. The third section asked about the employment status of the survey taker's spouse or partner. The final section asked some general demographic questions about the household. Below, the summary will include responses from each question, but may not necessarily follow the order the questions were asked.

#### 3.1 Demographics

##### Age

Mail-In Survey respondents were asked to indicate the age ranges of each member of their household. These results are compared to the 2006-2008 American Community Survey estimates for the City. The Mail-In Survey indicates a lower percentage of younger residents compared to the American Community Survey. The sharpest contrast is in the Under 18, 25-34 and 55-74 age categories. While the U.S. Census estimate illustrates a population skewed largely toward younger residents, the survey results display a population more evenly represented across most age groups. Survey results more closely match U.S. Census estimates of Pinal and Maricopa counties. The survey resulted in a higher distribution of residents in the 55-74 age group (likely also the cause of a smaller percentage in the Under 18 group), even in comparison to county or MSA averages, which may be indicative of a survey bias resulting from older residents making the decision to fill out the survey. This question was not asked in the phone survey, though there was a significant amount of retirees surveyed over the phone, which would correlate with higher percentages in the 55+ age groups.

<b>Distribution of Age in Households</b> <b>City of Maricopa</b>				
<b>Age Group</b>	<b>Survey Results</b>	<b>2006-2008 ACS</b>	<b>Pinal County</b>	<b>Maricopa County</b>
Under 18	21%	29%	28%	30%
18-24	6%	8%	8%	6%
25-34	17%	27%	17%	15%
35-44	16%	16%	13%	15%
45-54	12%	10%	11%	13%
55-64	16%	6%	10%	10%
65-74	10%	3%	7%	6%
75+	2%	1%	6%	5%

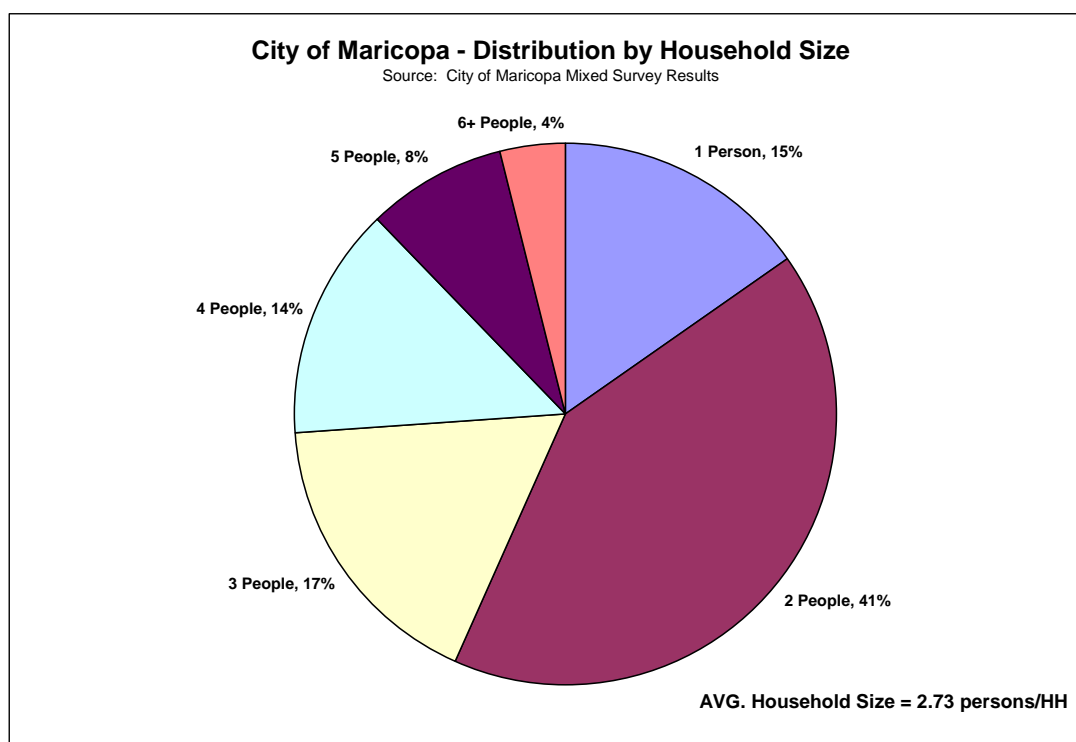
Source: City of Maricopa Mail-In Survey Response; U.S. Census

##### Household Size

According to the combined results of the mail-in and online surveys, the average household size in Maricopa is approximately 2.7 persons. The online survey resulted in an average household



size of 3.02 persons per household, whereas the mail-in survey resulted in an average household size of 2.48 persons per household. Again, this may be an example of the type of platform preferred when participating in surveys. The combined result is slightly lower than the average estimated for Maricopa County(2.85), but higher than the estimate for Pinal County(2.52). These results also compare very closely with the 2008 study and also the 2005 City of Maricopa Special Census (2.8 persons per household).

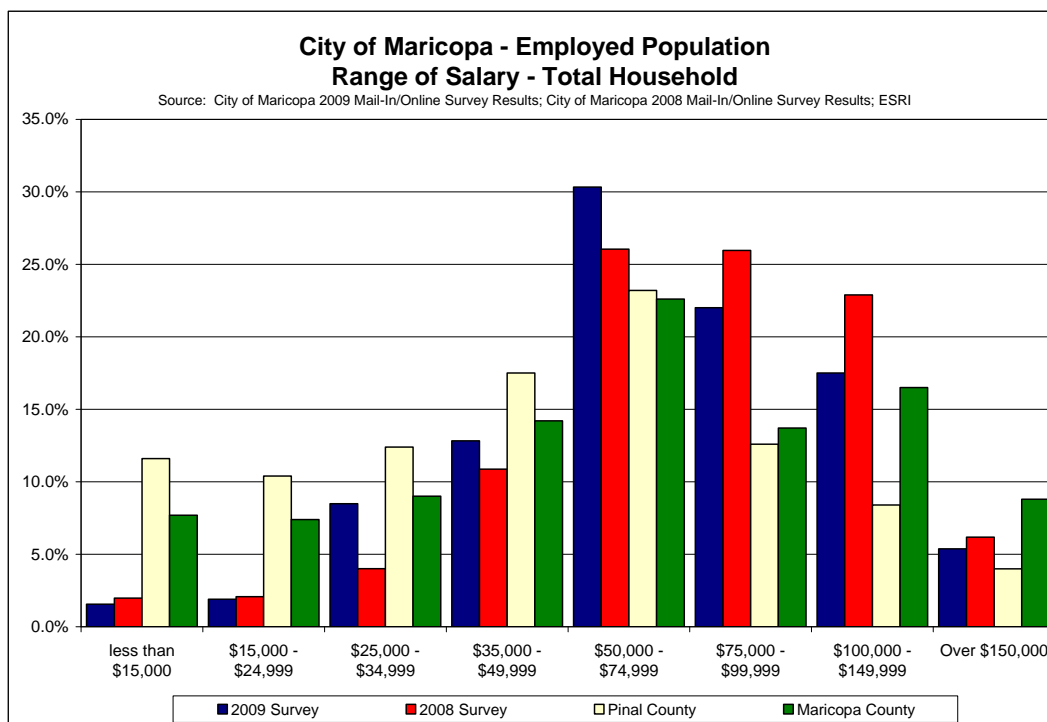


### Household Income

More than 75% of respondents reported household incomes greater than \$50,000. Nearly 45% of respondents declared household incomes above \$75,000. More specifically, over 30% reported a household income of \$50,000 to \$74,999, approximately 22% of respondent households earn \$75,000 to \$99,999, 17.5% earn between \$100,000 and \$149,999 and over 5% reported earning over \$150,000. The results are also quite comparable to the previous year's survey, though residents are reporting lower wages on average compared to 2008.

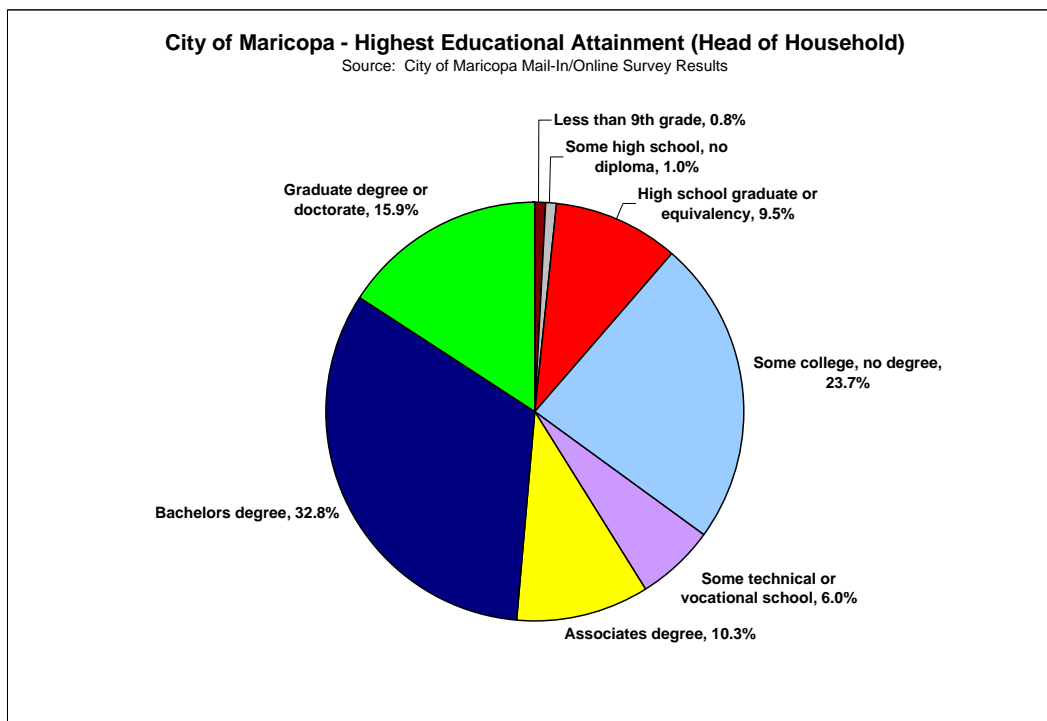
Total household income estimates are higher in comparison to county and metro averages. The City's residents report much lower percentages of households making \$25,000 or less compared to both Pinal County and Maricopa County. This has been consistent from year to year survey results. Only the estimated percentage of households making \$150,000 or more in Maricopa County exceeds that of the City of Maricopa. The following chart displays the results of the 2009 and 2008 surveys alongside current year estimates for Pinal County and Maricopa County.





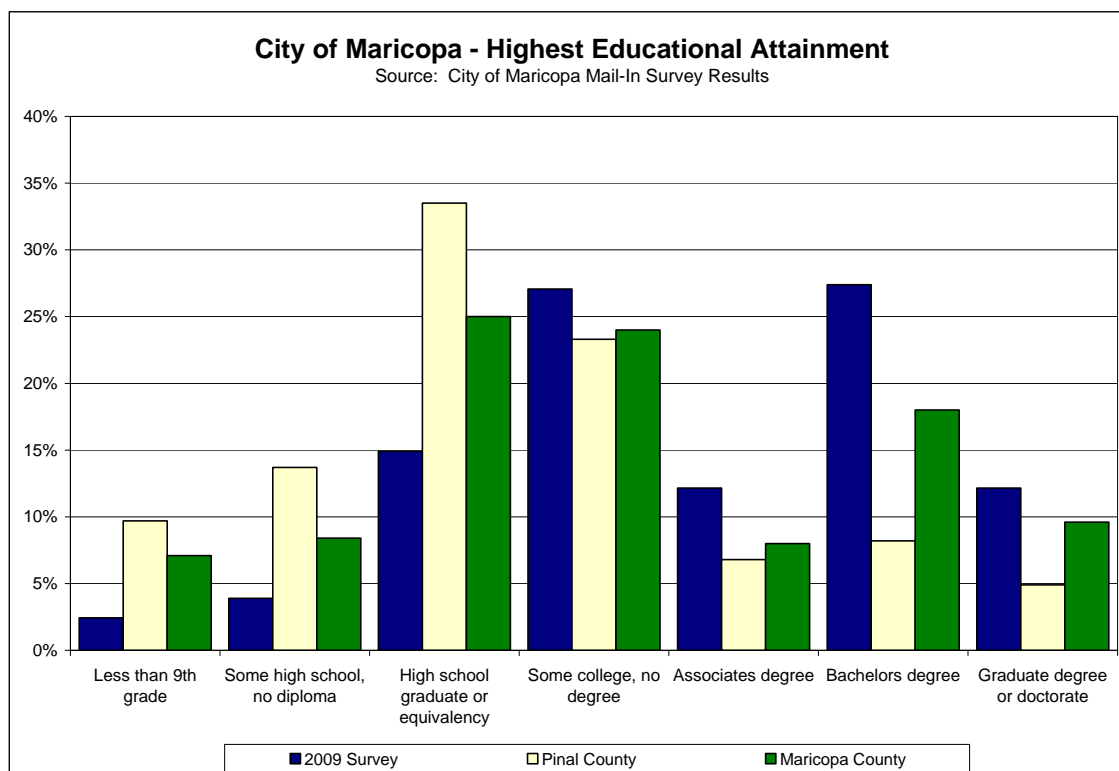
## Education

A large majority of respondents reported that they had had at least some college education. Nearly 89% of respondents reported at least some college education with 48.7% percent having a bachelor's or graduate degree. These results are quite comparable to the survey performed in 2008, lending credibility to the data above other sources.





The mail-in survey went further to inquire the educational attainment of all adults in the household. This resulted in slightly lower overall educational attainment, which is to be expected. Heads of household are more likely to have more education. For comparison, according to the Census Bureau over the period from 2006-2008, 73.7% of Maricopa residents over the age of 25 had at least some college coursework and 34.1% had a bachelor's or graduate degree. The City of Maricopa survey results appear to be more credible given the likely small sample size taken for the U.S. Census Bureau. Again, Maricopa residents outperform Pinal and Maricopa County averages in terms of higher education.

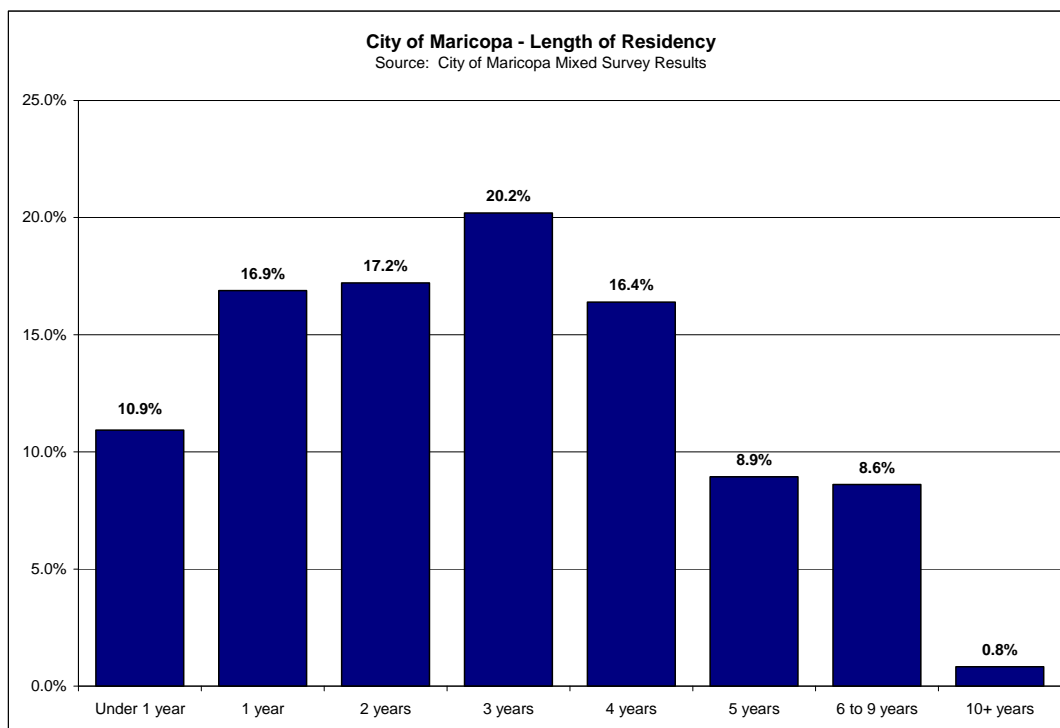


Site Selection Magazine conducts an annual survey of corporate real estate executives from a broad array of industries. This survey asks each executive to list the main site selection factors they consider when evaluating a location decision. Infrastructure, workforce, and tax climate are on the top of the list. More specifically, “existing workforce skills” was ranked 2<sup>nd</sup> in the most recent survey, just behind infrastructure. Having a highly educated workforce opens the door for a wider array of businesses to locate in the area, including many desirable industries such as those in the high-tech sector that produce high wage job opportunities and higher multiplier, or ripple effects, throughout the economy.

### Length of Residence

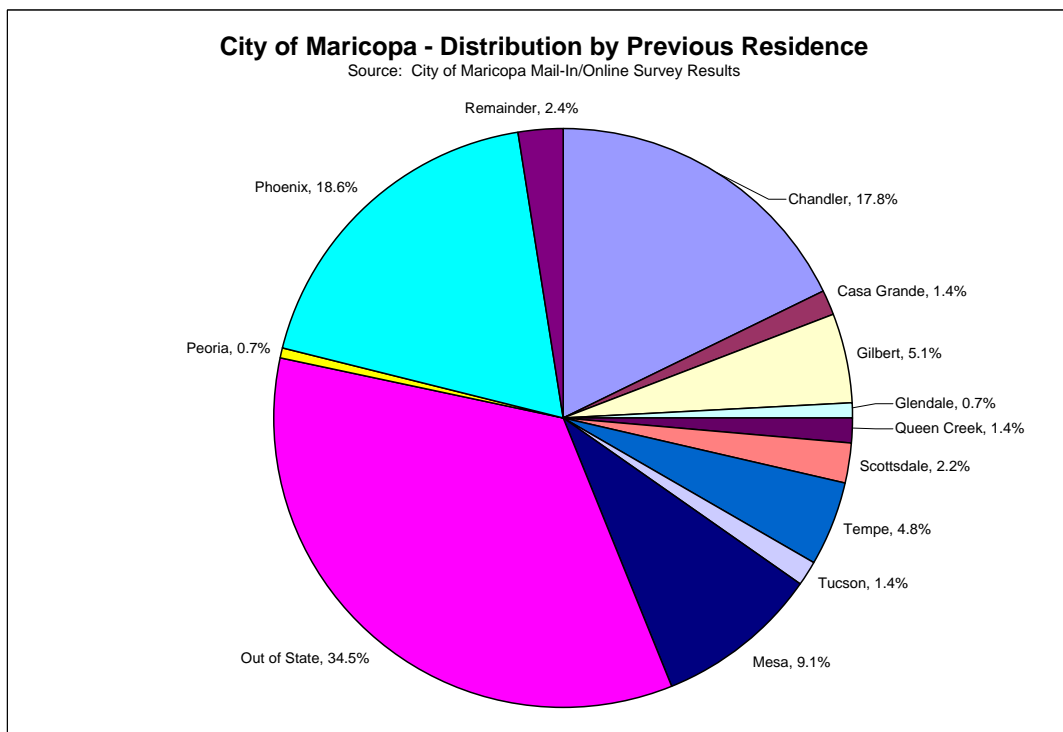
In total, 27.8% have lived in the City for one year or less while 65.2% had been in the City for three years or less. Only 18.3% had lived in the City for five years or more. Compared to the 2008 survey, residents appear to be more established. There were much fewer residents that have lived in the City less than 1 year and significantly higher percentages that report living in the City 3 years or more.





### Prior Residence

The survey inquired where the household had lived prior to moving to Maricopa. Nearly 60% of the respondents had moved from a city in Maricopa County, with Phoenix and Chandler being the most frequently cited. Another 31.3% came from out of state. Over a quarter of residents from out-of-state came from California, followed by Michigan (5%) and Colorado (4.5%).



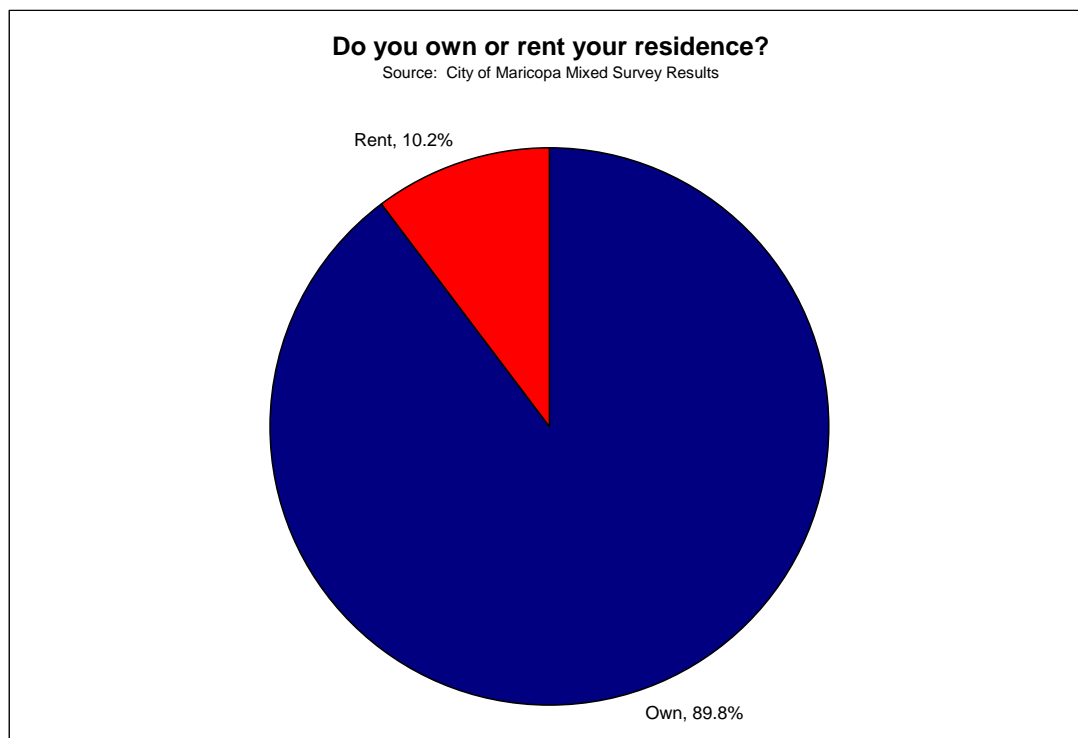
### Place of Prior Residence Out of State Respondents

California	25.7%	Texas	2.5%	Georgia	0.5%
Michigan	5.0%	Idaho	2.0%	Hawaii	0.5%
Colorado	4.5%	North Carolina	2.0%	Kansas	0.5%
Illinois	4.0%	Oregon	2.0%	Kentucky	0.5%
Florida	3.5%	Missouri	1.5%	Louisiana	0.5%
New Mexico	3.5%	New Jersey	1.5%	Massachusetts	0.5%
Nevada	3.5%	Delaware	1.0%	Maine	0.5%
Ohio	3.5%	Nebraska	1.0%	Maryland	0.5%
Washington	3.5%	South Carolina	1.0%	Montana	0.5%
Wisconsin	3.5%	Utah	1.0%	North Dakota	0.5%
Minnesota	3.0%	Virginia	1.0%	Tennessee	0.5%
New York	3.0%	Vermont	1.0%	Wyoming	0.5%
Pennsylvania	3.0%	Alaska	0.5%	Mexico	0.5%
Iowa	2.5%	Alabama	0.5%	Portugal	0.5%
Indiana	2.5%	Arkansas	0.5%	England	0.5%

Source: 2009 City of Maricopa Mail-In/Online Survey

### Home Ownership

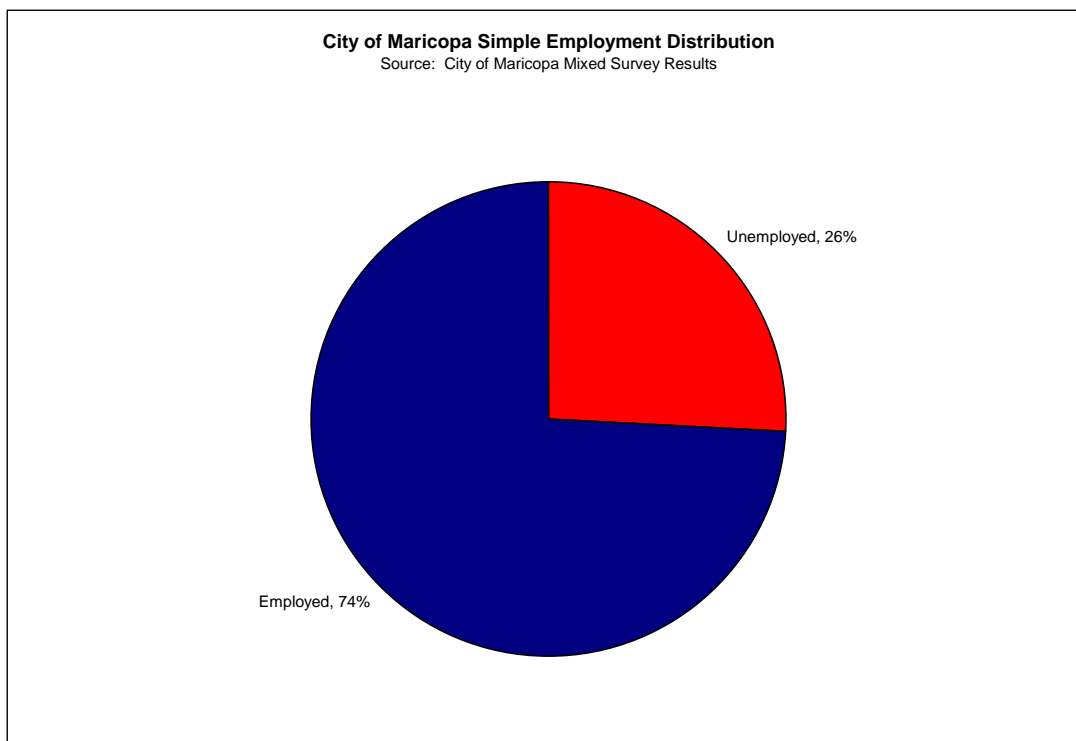
Only 10.2% of respondents rented their homes.



## 3.2 Employment Characteristics

### Employment Status

According to the survey, 74% of the respondents were employed, which is much lower than the 2008 survey result of 81% employed. The 26% unemployment figure should not be confused with an unemployment rate because officially the unemployment rate includes only those who are in the workforce. Retirees, students, and stay-at-home parents are among the groups that would be considered out of the workforce.



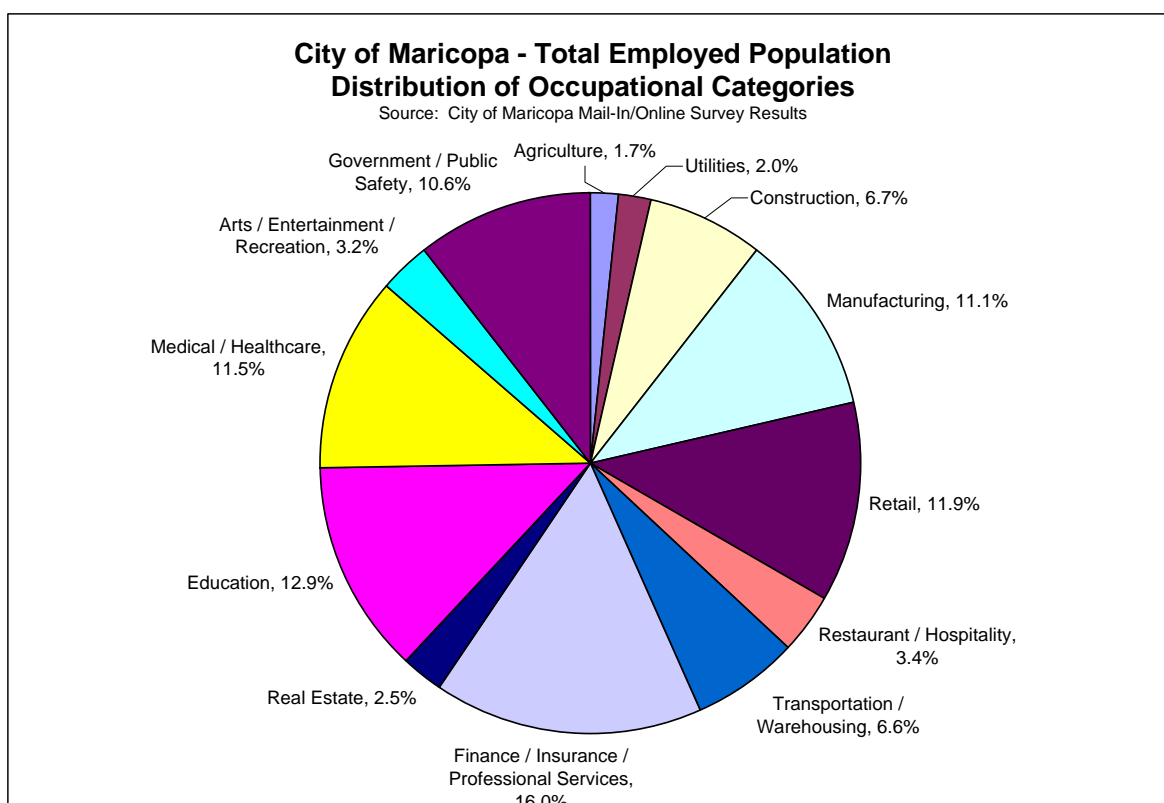
### Combined Respondent and Spouse/Partner Employment Results

Several questions were asked regarding the employment status of the respondent's spouse/partner. Questions included the industry of the company and particular role of the spouse/partner as well as the location of the job. The following charts and table combine the employment data from the survey taker and his or her spouse/partner (if employed).

### Industry Mix/Occupations

There is a fairly wide distribution of industries represented with government/public safety, manufacturing, retail, finance/professional services, education, and medical/healthcare each having at least 10% of the employed respondents. Most of these industries equate to higher wages for employees. Conversely, there is very little employment within categories such as restaurant/hospitality which have relatively low wages.





Compared to the metro area as a whole, Maricopa has a much larger proportion of education and manufacturing employees and a much smaller proportion of retail and finance/professional services employees.

<b>Industry Mix Comparison City of Maricopa &amp; Greater Phoenix</b>		
	<b>City of Maricopa</b>	<b>Greater Phoenix</b>
Agriculture	1.7%	0.2%
Utilities	2.0%	0.5%
Construction	6.7%	5.9%
Manufacturing	11.1%	7.2%
Retail	11.9%	17.7%
Restaurant / Hospitality	3.4%	9.3%
Transportation / Warehousing	6.6%	3.1%
Finance / Insurance / Professional Services	16.0%	24.8%
Real Estate	2.5%	2.0%
Education	12.9%	2.1%
Medical / Healthcare	11.5%	11.0%
Arts / Entertainment / Recreation	3.2%	1.6%
Government / Public Safety	10.6%	14.5%

Source: 2009 City of Maricopa Mail-In/Online Survey; AZDES



Specific companies reported by respondents include Intel, General Dynamics, APS, Bank of America, Maricopa Unified School District, Wells Fargo, Avnet, Arizona State University, Southwest Airlines, City of Maricopa, State of Arizona, Countrywide Home Loans and Bashas'. This listing offers insight as to what areas within the broader industry categories these employees have experience in. Possibly the best example of this is within the manufacturing sector. Most of the companies that were reported are within high value added manufacturing and high technology companies. These companies hire engineers, scientists and other knowledge workers to produce goods. Additionally, the broad range of companies within each industry illustrates that there is not one major employer that the local population is dependent on.

<b>Employment By Industry and Key Employers City of Maricopa Residents</b>		
<b>Industry</b>	<b>% of Total</b>	<b>Key Employers</b>
Agriculture	1.7%	USDA
Utilities	2.0%	APS, Arizona Investment Council, Global Crossing Telecommunications, MHS, Salt River Project
Construction	6.7%	AZ Dept of Transportation, DMM Management/AT&T, RSC Equipment Rental, Wilson Electric
Manufacturing	11.1%	Freescall Semiconductor, G.M. Corp, General Dynamics, Honeywell, Intel, Microchip, Orbital Sciences
Retail	11.9%	Bashas, Fry's, Home Depot, Power Toyota, Target, US Food Services, Walmart
Restaurant / Hospitality	3.4%	Cracker Barrel, Gila River Gaming Enterprises, Hilton, Scottsdale Links Resort
Transportation / Warehousing	6.6%	Avnet, American Express Travel, Flying J, FedEx, Northwest/Delta Airlines, Southwest Airlines, US Airways
Finance / Insurance / Professional Services	16.0%	Bank of America, CitiGroup, Countrywide, H&R Block, Liberty Mutual, Progressive, State Farm, Toyota Financial Services, TSYS Acquiring Solutions, Wells Fargo
Real Estate	2.5%	Prudential
Education	12.9%	Apollo Group, Arizona State University, AZ Dept of Ed., Casa Grande Elem. School Dist., Chandler USD, Maricopa USD, Maricopa Community College, University of Phoenix
Medical / Healthcare	11.5%	Chandler Regional Medical Center, Express Scripts, Scottsdale Healthcare, St. Joseph's Hospital, Tgen
Arts / Entertainment / Recreation	3.2%	Casino Arizona, Harrah's
Government / Public Safety	10.6%	Ak-Chin Indian Community, City of Chandler, City of Maricopa, City of Mesa, City of Scottsdale, Maricopa County, Pinal County, State of Arizona, USPS



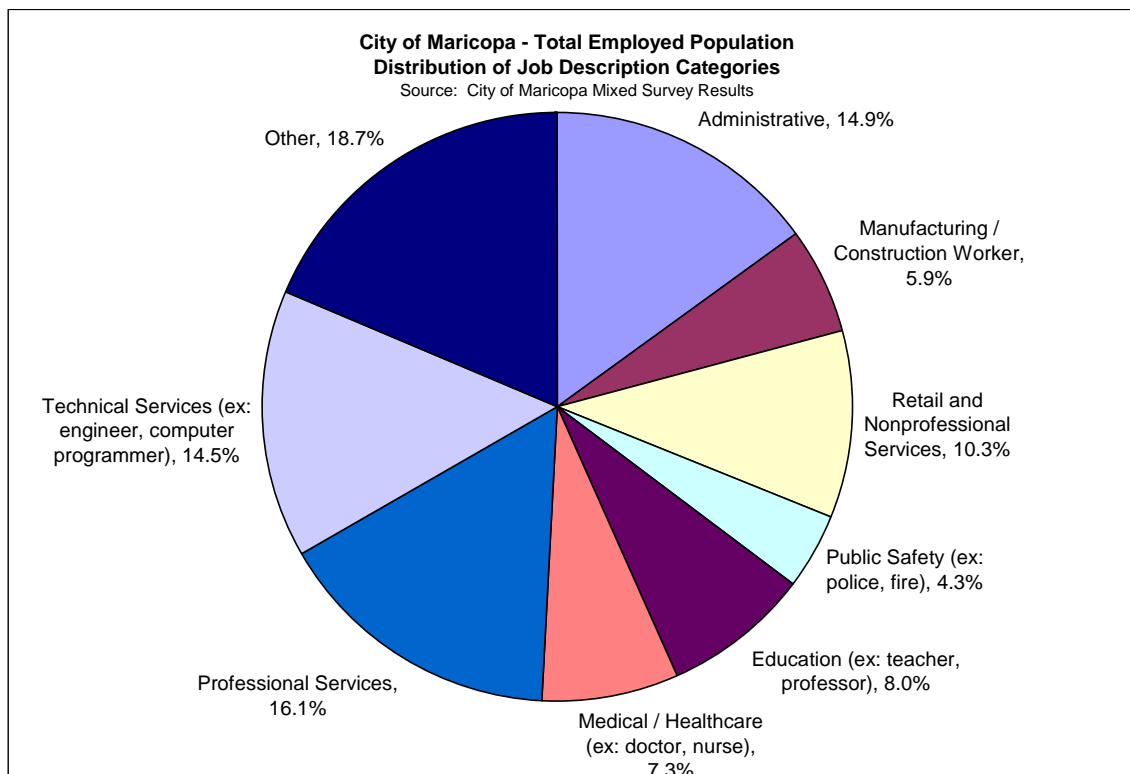
The following table details the licenses and certifications sorted by major industry held by survey respondents.

<b>Teaching</b> Arizona Teaching Certificate ADE Certification, Principal Secondary Education License Certificate of Early Childhood Education Child Development Associate School Counselor Certificate	<b>Engineering</b> Professional Engineer Engineer in Training Nicet Level IV
<b>Beauty</b> Cosmetology License Hairdresser's license Massage Therapy	<b>Finance and Insurance</b> Auditor Certificate of Accountancy Certified Accounts Payable professional (CAPP) Certified Public Accountant Certified Purchasing Agent Certified Quality Auditor (ASQ) Credit Life Insurance Insurance & Securities License IRS H & R Block Liability Claims License Life Insurance Investment License Life Underwriter Training Council Certificate Series 6 and 63 Licensure Small Business Lending (SBA)
Nursing Certified Nurse Assistant Registered Nurse Licensed Practical Nurse Utilization Review Certification	<b>Legal</b> State Bar of Arizona Certified Paralegal Notary Public
<b>Other Healthcare</b> American Board of Radiology Certificate Certified Pharmacy Technician Assisted Living Management Certificate Case Manager Certification Certified Pharmacy Technician EMT Certification American Association of Laboratory Animal Science(AALAS LATG) HazMat Technician Medical Assisting Certification Medical Technologist Clinical Laboratory Scientist Medical Insurance Billing and Coding Pharmacy Technician Nuclear Medicine Technology Certificate Optometrist Paramedic Physician Assistant Registered Health Information Administrator Hazwoper	<b>Government</b> Arizona Peace Officer's Standards Training (AZPOST) Certified Emergency Manager Fire/Security Training Certificate Law Enforcement Certificate Registered Geologist, Certified Floodplain Manager GIS Analyst Certificate GIS Technician Certification Armed Guard License Unarmed Guard License
<b>Auto and Aircraft Mechanics</b> Automotive Service Excellence FAA Airman Certificate for Airframe and Powerplant Harley Davidson Mechanic Certification	<b>Computers</b> A+ Certification (IT) Certified Netware Engineer IBM TSm Admin Microsoft Certified Software Engineer
<b>Construction</b> Electrical License EPA Universal Certification HVAC LEEDAP Maintenance Training Certificate Crane Operator Construction Safety Trainer	<b>Business and Management</b> Dupont Safety Licensed Master Social Worker Office Assistant Certificate PHR, Professional in Human Resources Project Management Professional
<b>Real Estate</b> AZ Real Estate License AZ Property Managers License	<b>Transportation</b> Airline Transport Pilot Civil Aviation Authority Commercial Driver Commercial Pilot License INDOT Inspection & Testing Certification



Respondents were also asked to describe the role he or she (and his or her spouse/partner) has in their company. This question was intended to hone in on the job skills of the respondents. In this manner it can be determined whether the actual day to day job of someone in the “government” sector is administrative or more technical.

The chart below shows that the largest categories of job roles are professional services, technical services and administrative. Another 18.7% said that their role was “other”. Upon review, a majority of the “other” responses could be classified as professional services with descriptions such as manager, supervisor, or owner.

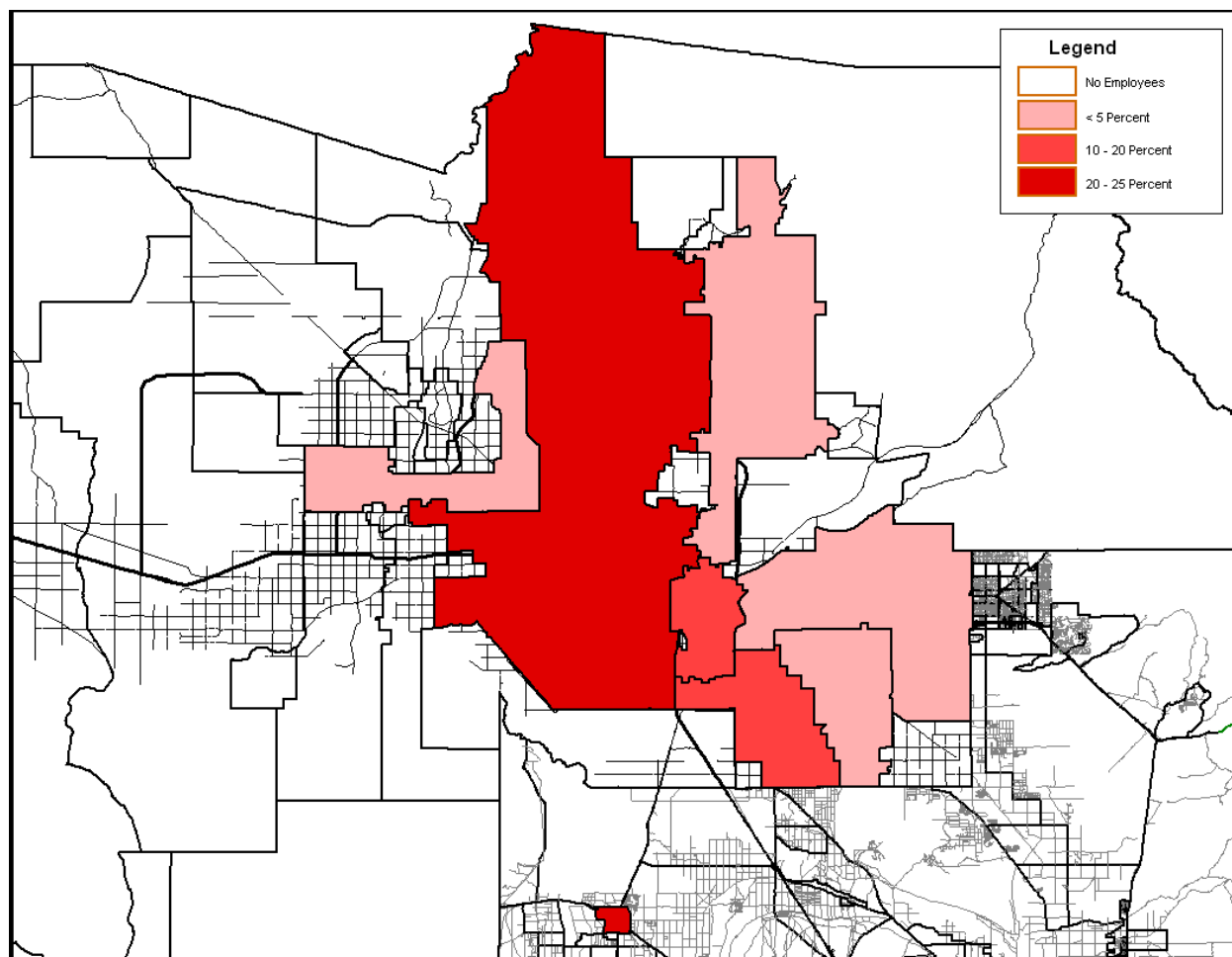


### Place of Employment

A third question that was asked of employed respondents and their spouses/partners was the location of their places of employment. Less than a quarter reported working in Maricopa while 57.2% reported working in Chandler, Phoenix, or Tempe. The rest had jobs scattered primarily throughout Maricopa County, with a small portion working in Casa Grande and others working out of state.



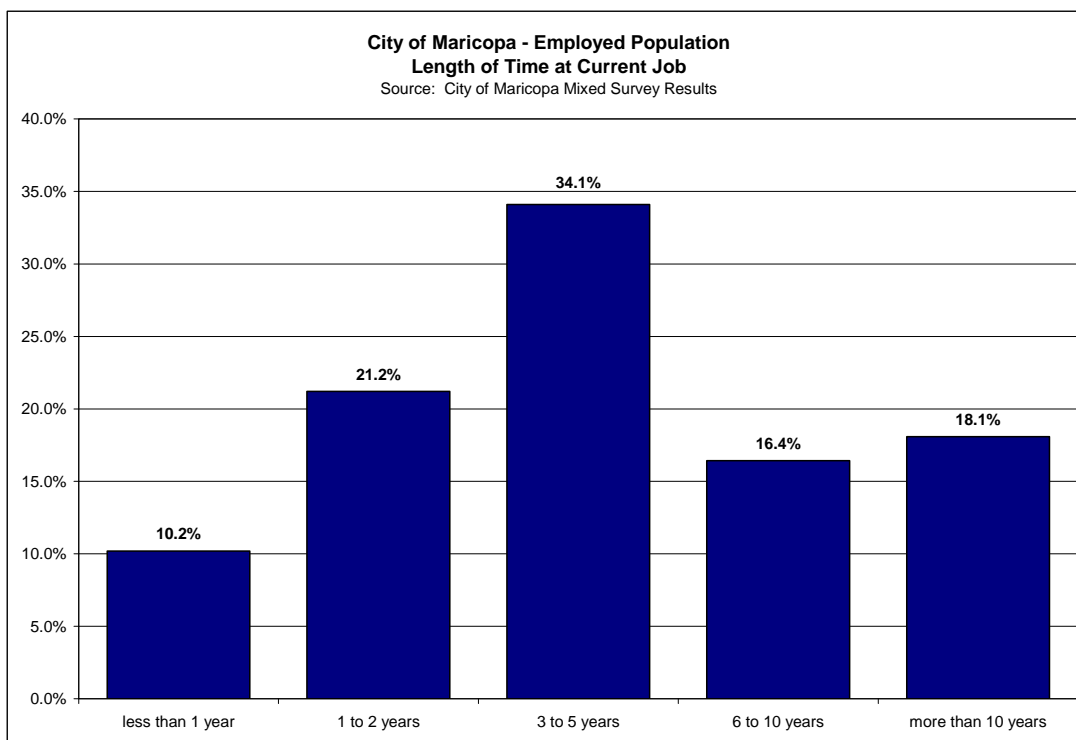




### Length of Employment at Current Job

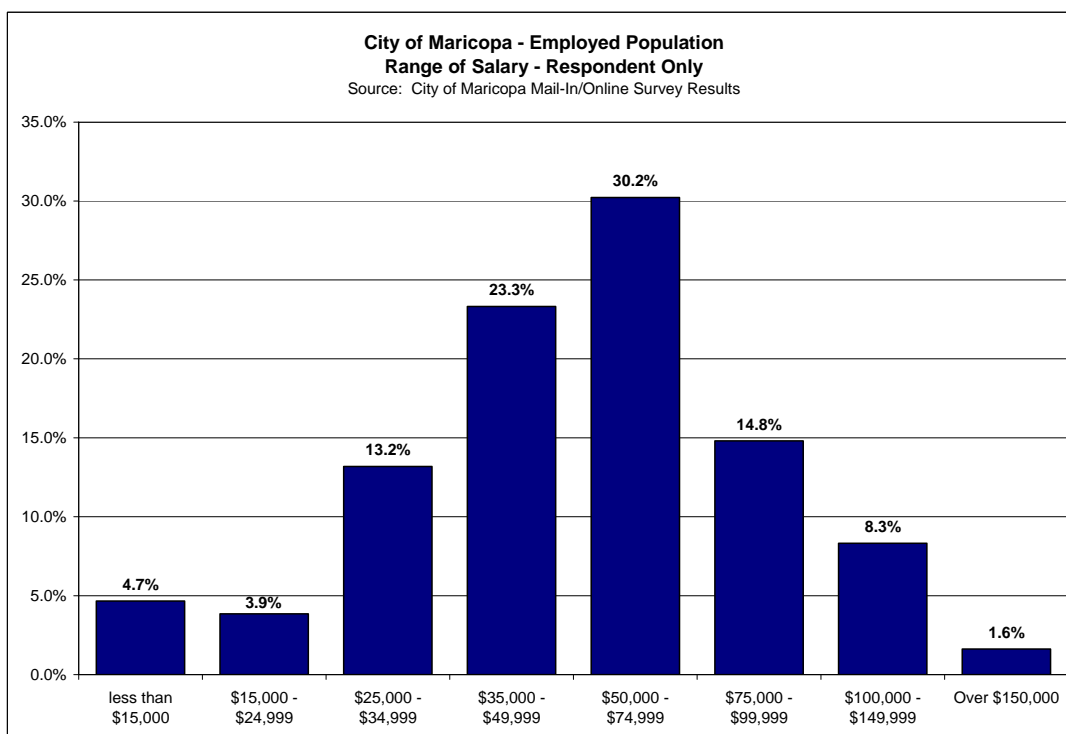
There was a fairly even distribution regarding the length of time respondents had been at their current job. The most frequent responses were between 3 to 5 years. Over 34% had been at their current job for more than five years while 10.2% had been there for less than a year. Compared to the 2008 survey, residents have become more established at their places of work, with less responding “less than 1 year” in the latest survey and many more responding that they had worked 3 years or more at their current place of employment. The results are expected due to the current state of the economy. Those that lost jobs and have not been able to secure a new one are not represented in this data, nor have there been many hirings throughout the metro region. In addition, those that were able to retain their jobs during the recession have likely stayed at their current place of employment due to a lack of alternatives.





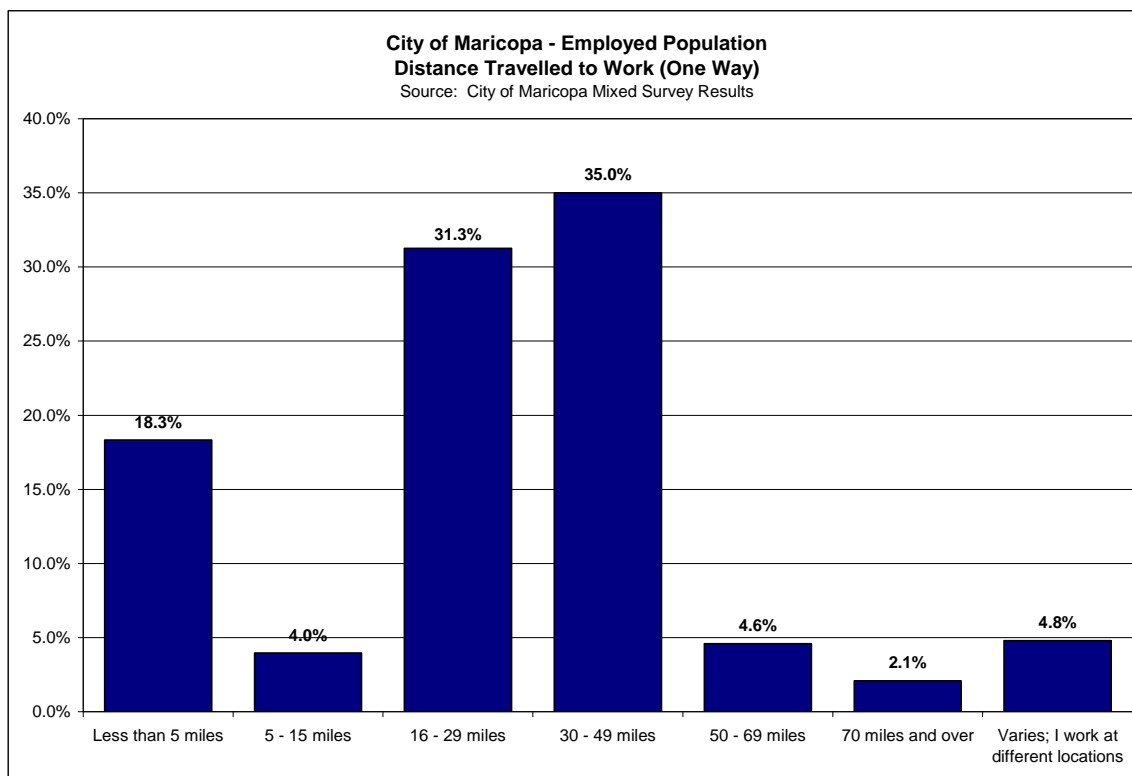
## Salary Levels

Respondents reported relatively high annual incomes for themselves with 24.7% above \$75,000. This is slightly lower than the 2008 survey results. In addition, a larger percentage of respondents reported making less than \$25,000 (8.6%) compared to last year (6%).



## Commuting Issues

In order to avoid an unwieldy survey length, some employment questions were asked only of the respondent. Of those employed, a large majority travel more than 15 miles each way to work. This is not surprising given the answers shown in the previous chart. Jobs in Maricopa County are all more than 15 miles away, often more depending on the city.

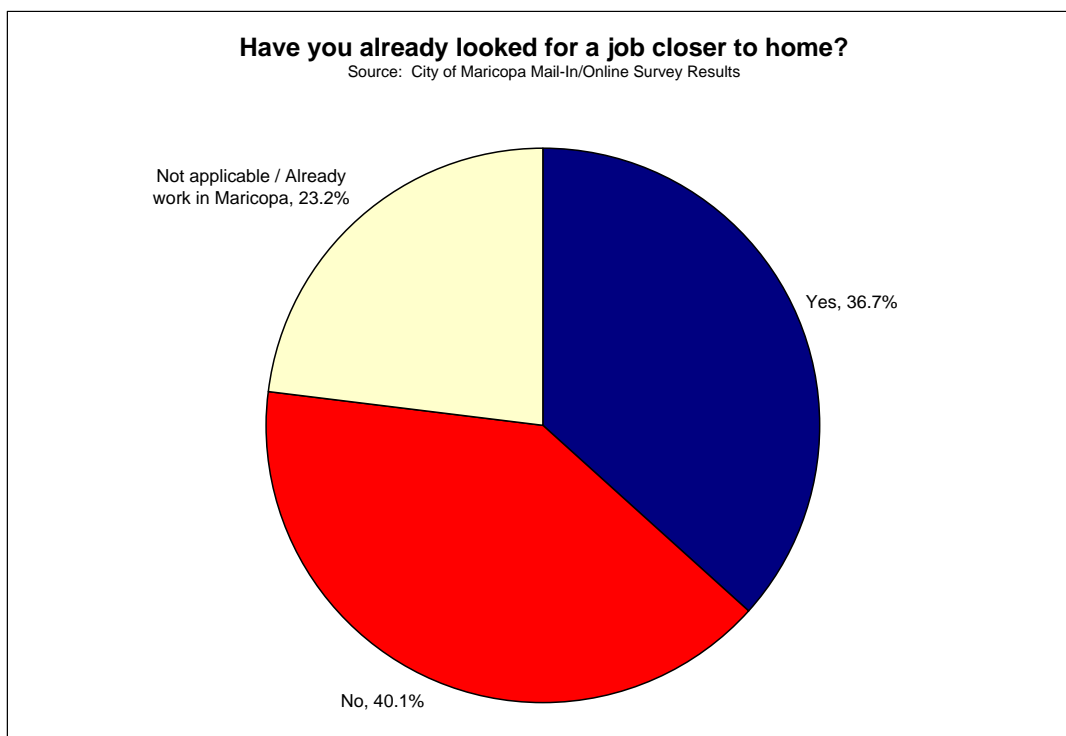


A set of three questions asked the respondents whether they would like a job closer to home (in Maricopa), whether they would change careers to do so, and whether they have made any effort to search out a more local job.

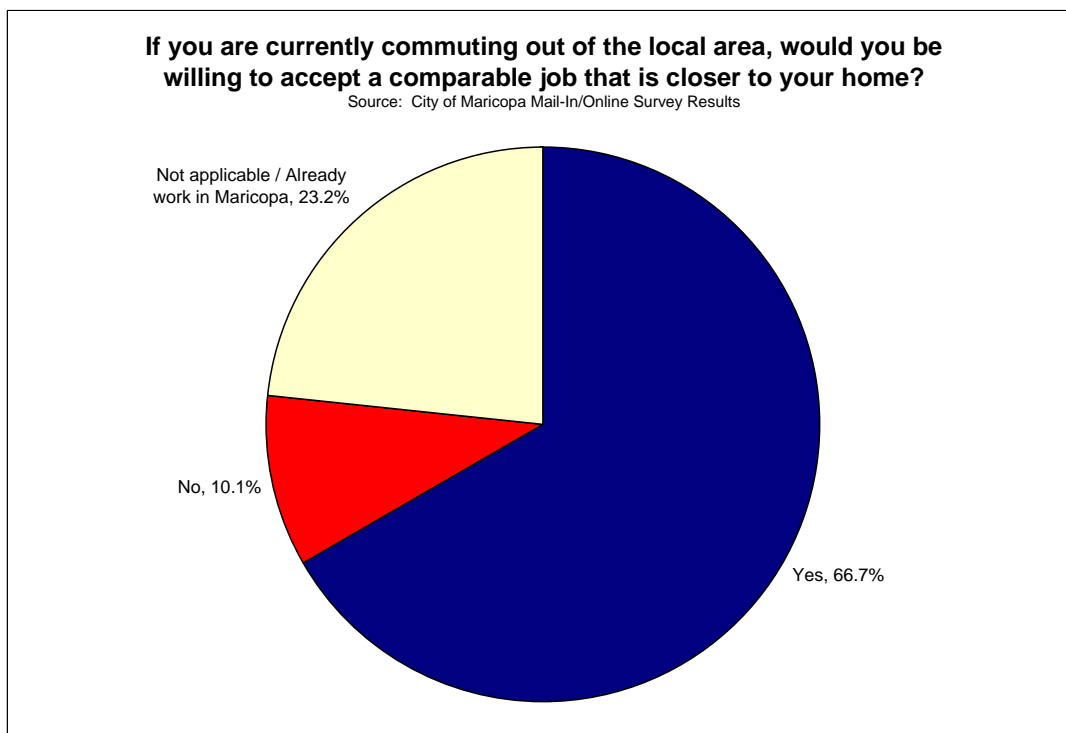
The overall result is that nearly half of the workforce that does not work in the City has looked for a job closer to home. In addition, the vast majority of the workforce would leave their current company for a closer workplace and over 60% would even consider changing their career if a local job presented an opportunity.

Nearly 37% of respondents (48% of out of area workers) said that they had looked for a job closer to home but were unable to find one that suited them.

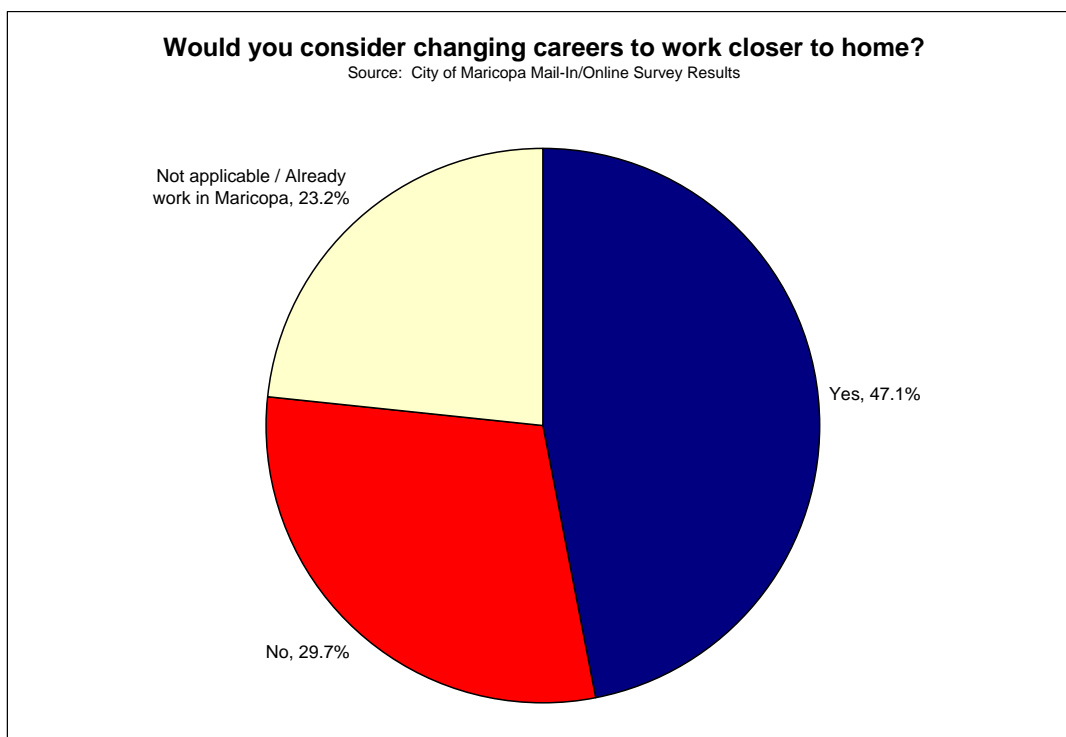




Of those that do not already work in Maricopa, nearly 87% stated that they would be willing to accept a comparable job closer to home.



As further indication that respondents would like to see more jobs in the City, more than 61% of those that did not already work in the City would be willing to change careers to work closer to home.

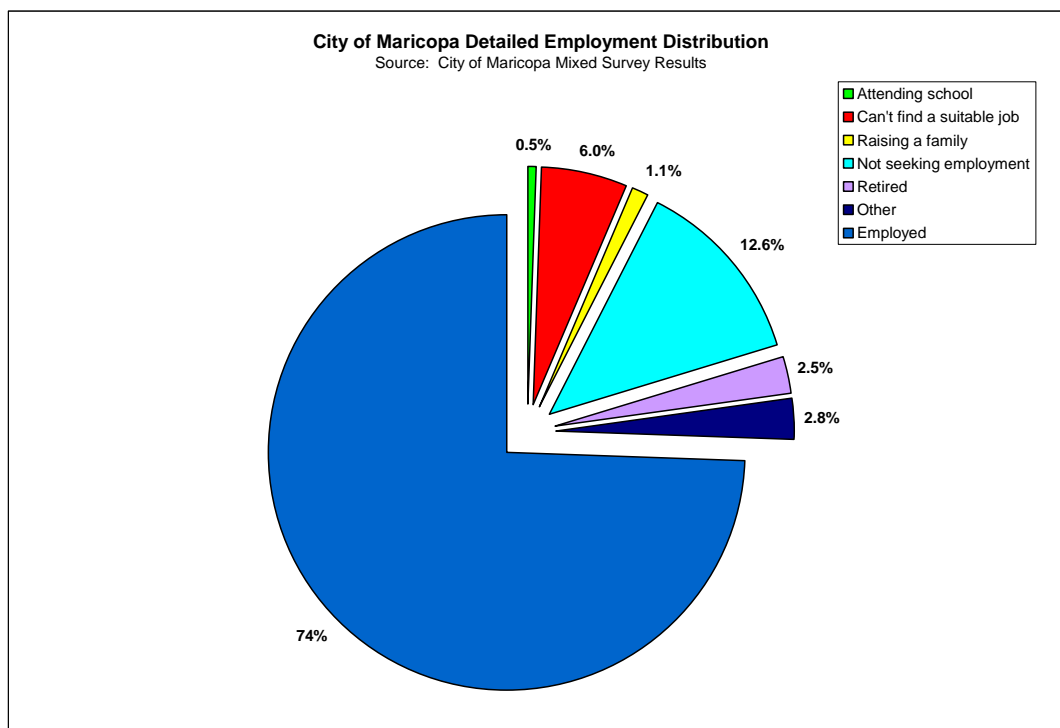


As shown previously, the education and qualifications of the local workforce could accommodate a variety of industries. Additionally, the desires expressed by the active workforce illustrates that there is an opportunity for potential employers to capture local employees if they locate within the City and present comparable alternatives to their current employment.

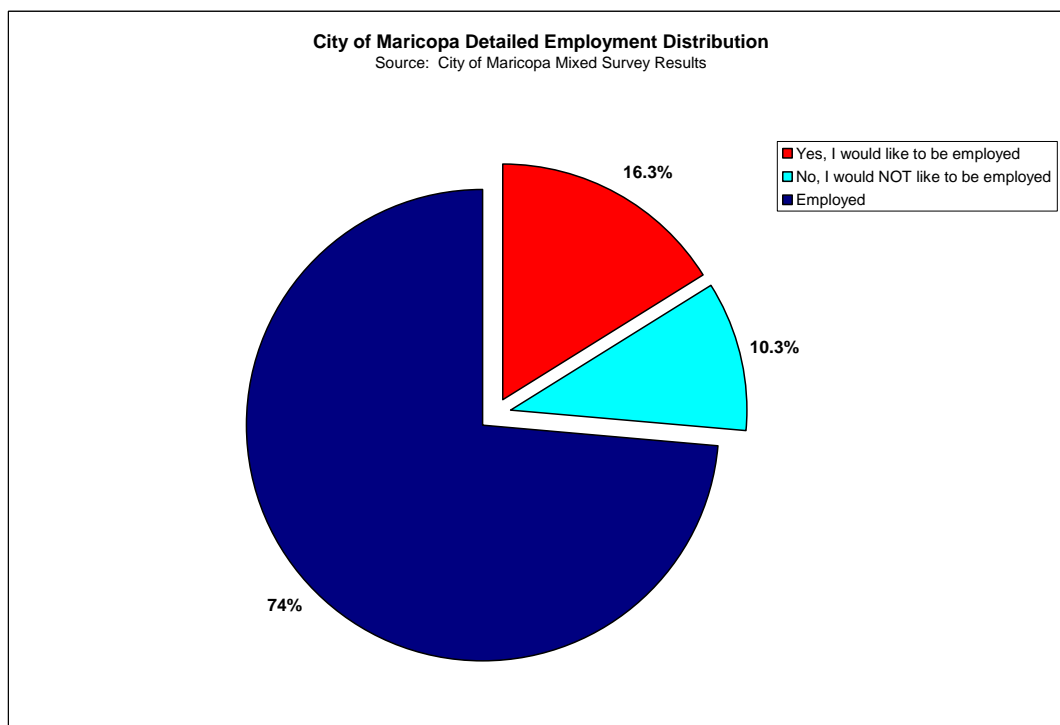
### 3.3 Unemployment Characteristics

Respondents who were unemployed were asked the reasons for their unemployment. Comprising the 26% of those heads of household that noted that they were unemployed, 4.1% were retired, students, or raising a family. Another 2.8% listed “other” as their reason for unemployment and 12.6% were not actively seeking employment at the time. In total, 6.0% (making up 24% of the unemployed population) said that they were unemployed because they couldn’t find a suitable job.

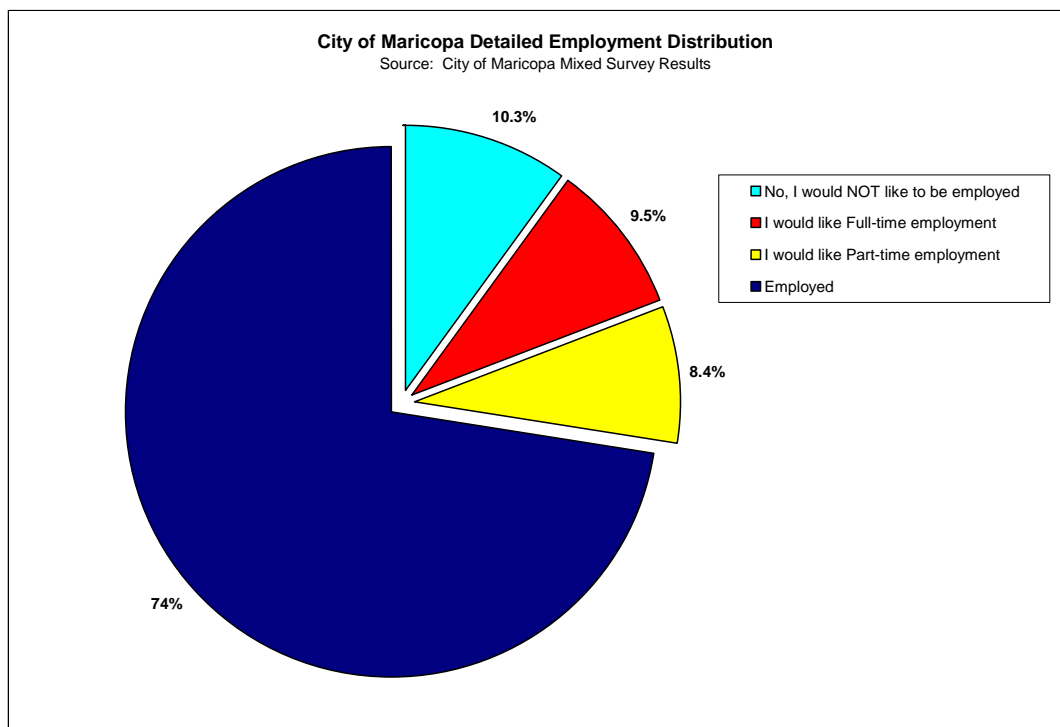




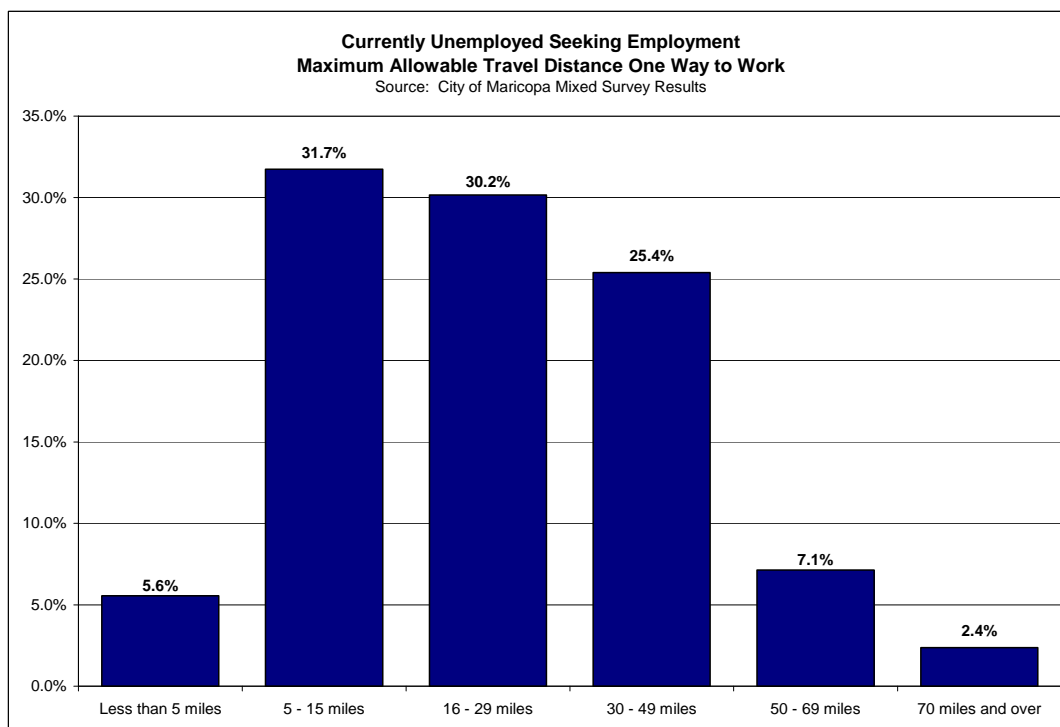
Of the 26%, 16.3% (62.7% of the unemployed population) would like to be employed in some manner. This means that some of the group that included retirees, students, and unemployed parents would like to be in the workforce. The percentage of unemployed people who would like employment is comparable to the 2008 survey, though in absolute terms, there are more people seeking employment now than one year ago.



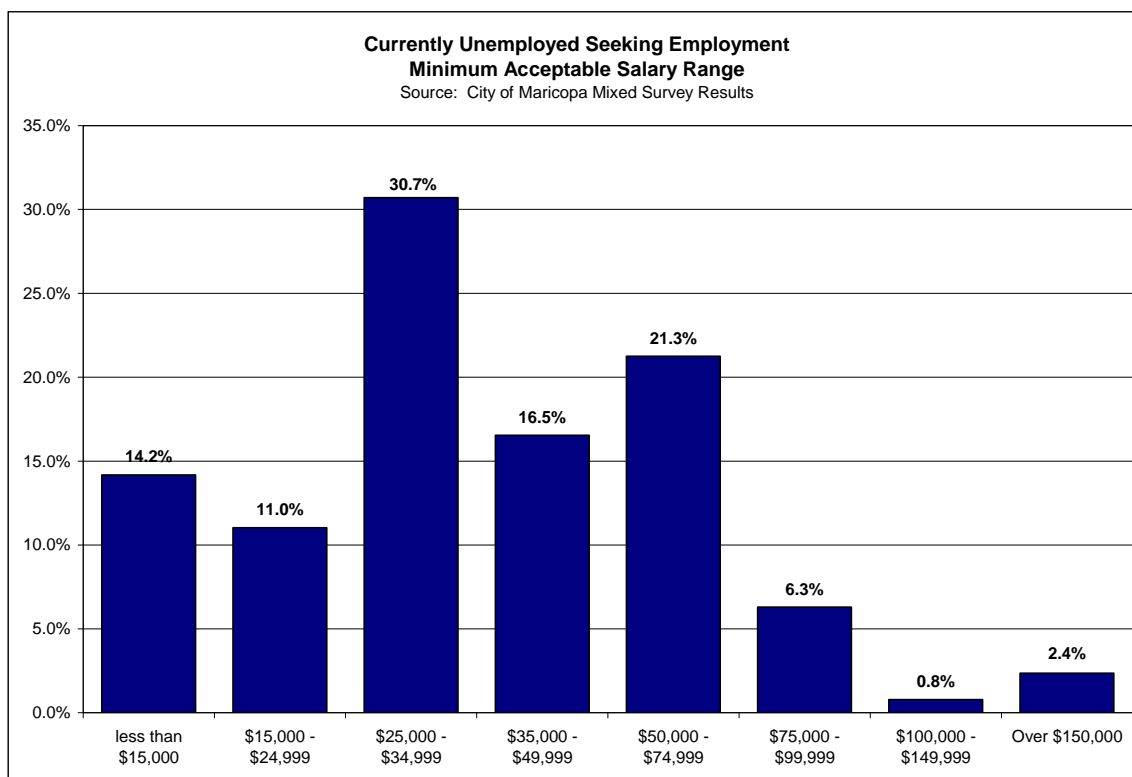
A slight majority of those who would like to be employed are looking for full-time employment.



Of the unemployed who were looking for a job, 65.1% reported they would travel at least 16 miles each for their job. Curiously, 31.7% said they were only willing to travel 15 miles or less. This rather large subset appears only willing to look for jobs in Maricopa or nearby Casa Grande.



When asked what the minimum salary range they would accept for a new job, 55.9% responded with ranges under \$35,000. The reported salaries of currently employed residents were much higher. Over 78% of employed respondents had a salary above \$35,000. The fact that the unemployed would accept so much less may indicate desperation for jobs and any sort of income. With such a lengthy recession, many actively seeking work may already be unemployed for an extended period of time and are willing to work under their skill level or in a different field of work at least temporarily for a source of income. This scenario can be found in communities across the state and nation.

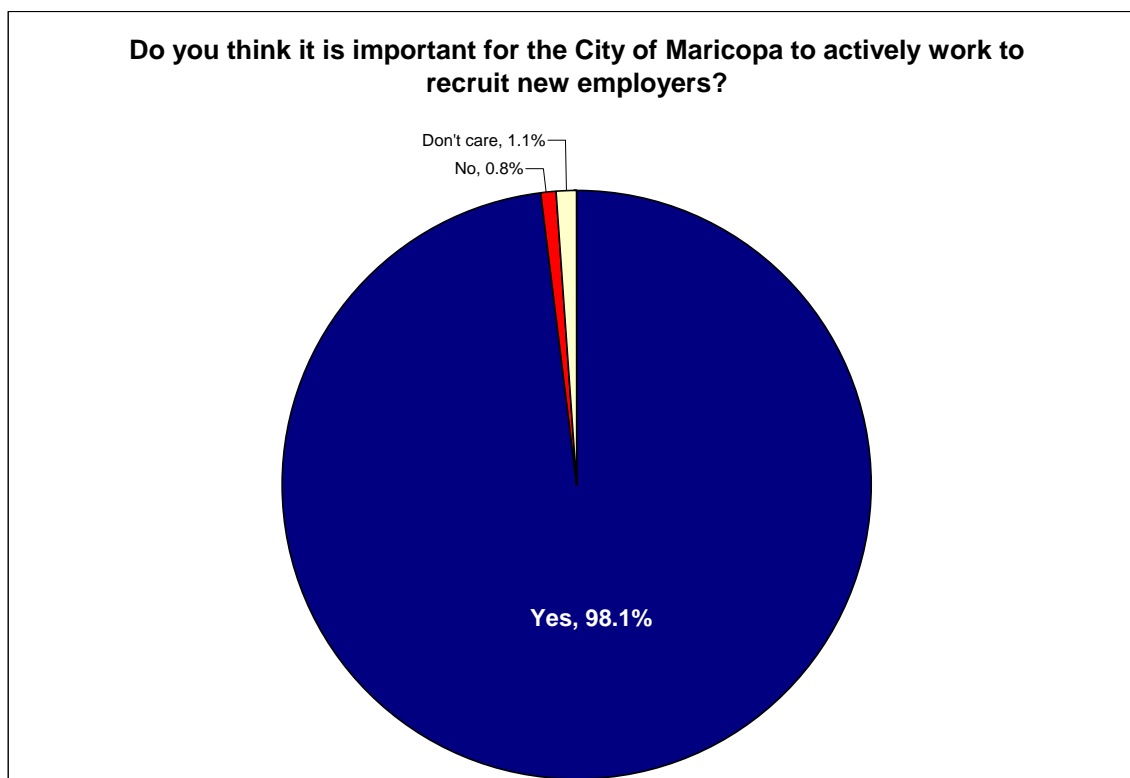


### 3.4 Economic Development

The following chart details the answers to the question of whether it is important for the City to actively work to recruit new employers. The 98.1% that said yes underscores the desire of residents to bring new employment opportunities into the City. Granted, it would be expected that this response would be overwhelmingly “yes” in any City.







What is notable is that almost a quarter of respondents felt the need to include a comment at the end of this question, many stressing their desire for more jobs and offering advice as to which sectors to pursue. That sort of passion is not a foregone conclusion in other communities.

More specifically, many respondents expressed the desire/need for additional community amenities. A hospital or medical center within the City was mentioned most often. There were also many who wanted to see additional entertainment/recreational options developed locally such as a movie theater, bowling alley, additional retail stores, and other recreational facilities. There were a few comments expressing opposition to developing a municipal airport, instead hoping to direct efforts towards the aforementioned community amenities.

In terms of business development, comments were directed mainly toward the cost of doing business in Maricopa. There were many complaints directed toward office lease rates within the City being overly burdensome and a barrier to starting a business. Many would like to see the City provide incentives to land potential desirable businesses (health care, technology related, and green industries were specifically mentioned). Also, an overall decrease in regulatory hurdles or bureaucracy was suggested.

Overall, many comments reinforced the purpose of the survey, which is to bring more businesses to the City of Maricopa to allow the local economy to thrive.



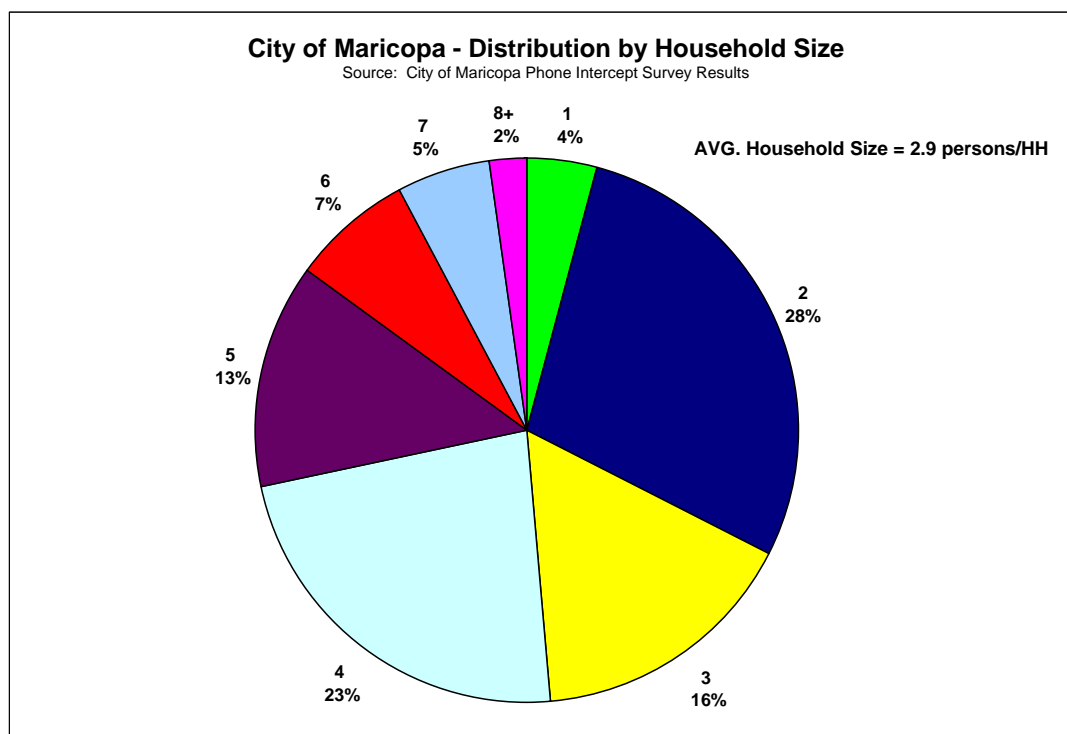
## 4.0 Phone Survey Results

The purpose of completing a phone survey in addition to the paper survey was to add a degree of statistical significance to the results. It is thought that there may be some bias as to who answers paper surveys and that a phone survey would be truly random. There were 400 phone interviews completed and analyzed, which qualifies as a statistically significant survey. The results offer a reliable alternative and double-check to the paper/online survey. Many of the questions asked over the phone were also asked in the paper/online survey. The phone survey results are summarized below. Throughout this section is a discussion of the results of both surveys and how they compare to one another.

### 4.1 Demographics

#### Household Size

The average household size in the survey was 2.9 persons per household, slightly higher than the combined results of the mail-in/online surveys.



#### Family Status

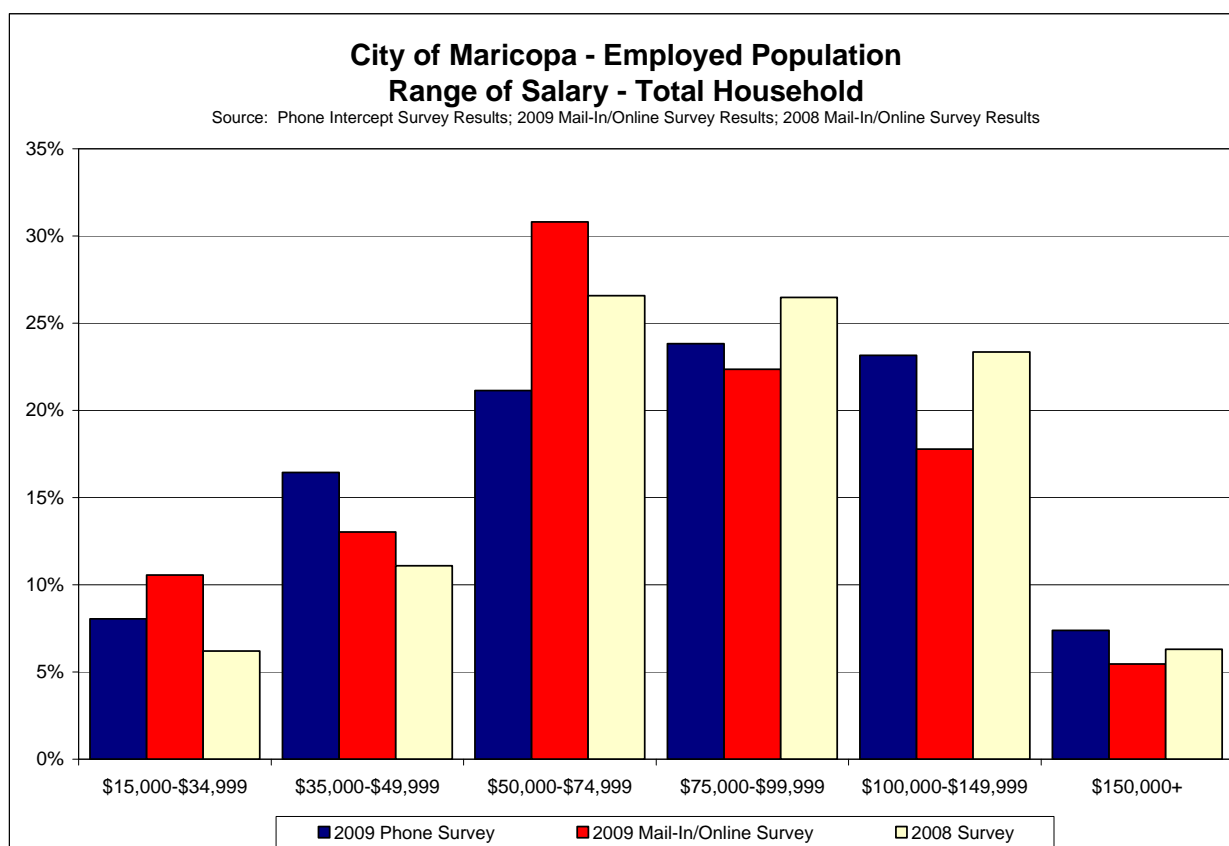
The number of children under the age of 18 within each household surveyed was compiled. Approximately 67% of households surveyed had at least one child under the age of 18. This indicates that Maricopa is a family anchored community.

#### Household Income

Approximately three quarters of respondents indicated a household income greater than \$50,000. This is comparable to the mail-in/online surveys, though the distribution of those earning



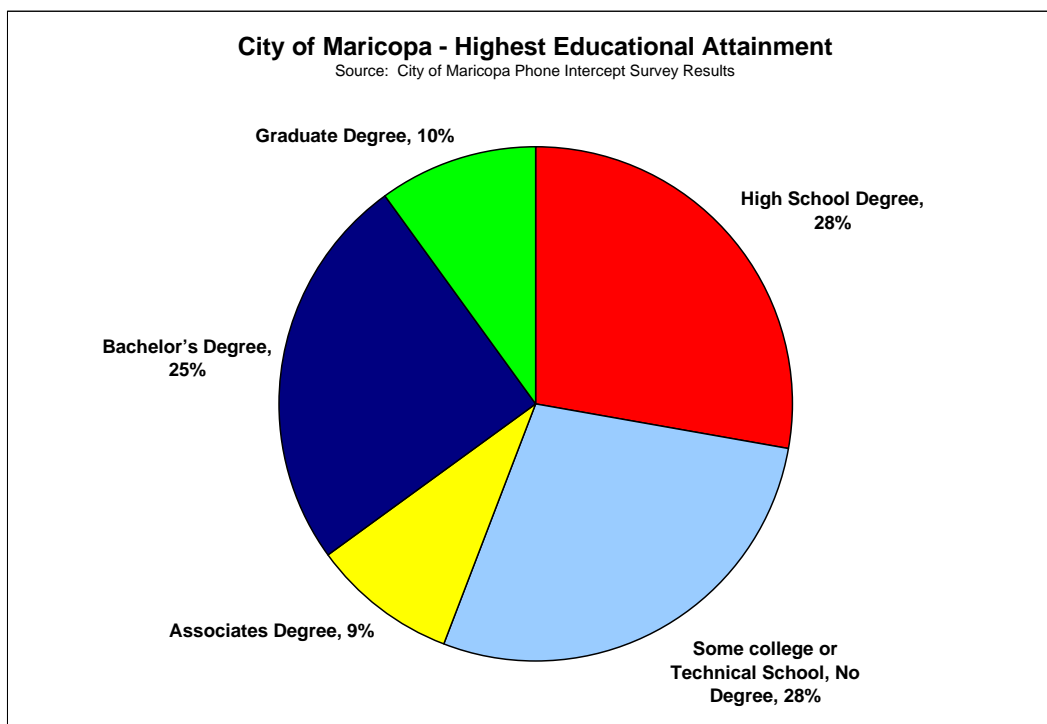
between \$75,000 and \$100,000 as well as over \$100,000 is higher. Reasons for this shift may include some retirees and self-employed respondents that declined to indicate an estimated income in the phone intercept survey, which would likely have often been on the lower end of the income spectrum. Also, there may have been some inclination on the part of the phone respondents to indicate a higher household income than they actually receive. However, the results are not significantly different than the mail-in/online surveys among most income ranges, and are quite comparable to the previous year's survey.



## Education

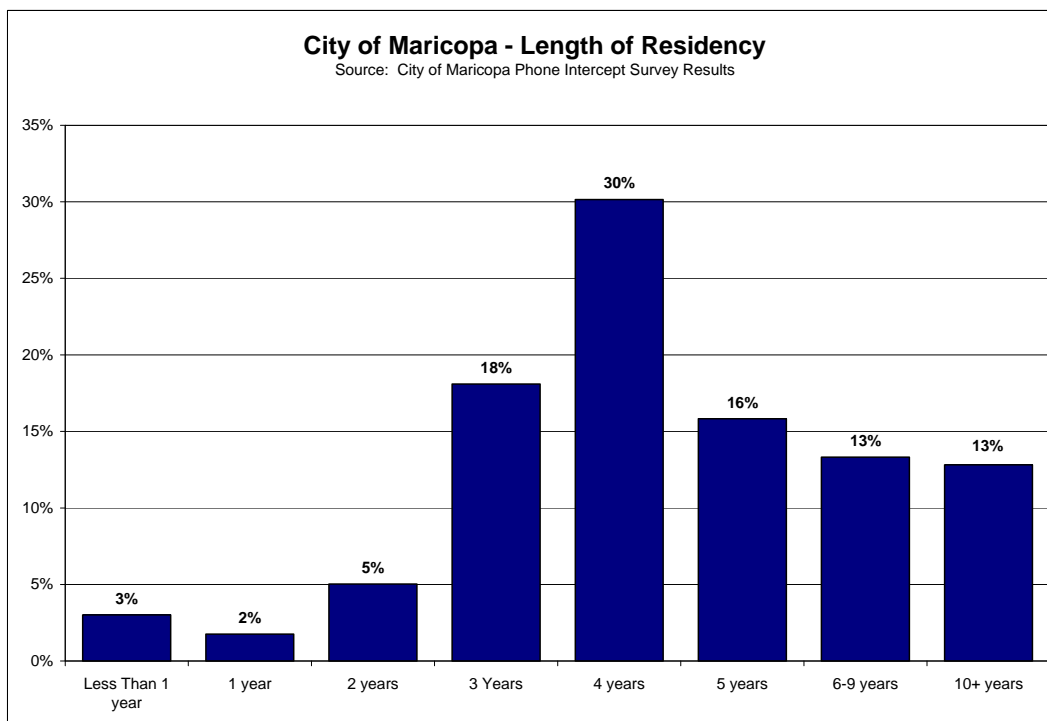
The highest educational attainment of the adults in each respondent household is displayed in the following chart. Forty-four percent have at least an associate's degree while 28% attended some college and 28% have only a high school degree. These results show slightly lower attainment levels for associate's degree and higher compared to mail-in/online responses. In addition, the lowest level of education to select in the phone survey was high school education, which makes it difficult to compare to the mail-in survey that offered lower education levels to select. The "High School Degree" category may thus be considered high school degree or lower. Based on length of residence and employment questions, there was likely a larger percentage of retirees contacted in the phone intercept survey than those that filled out surveys by mail. This could account for some of the discrepancy in results.





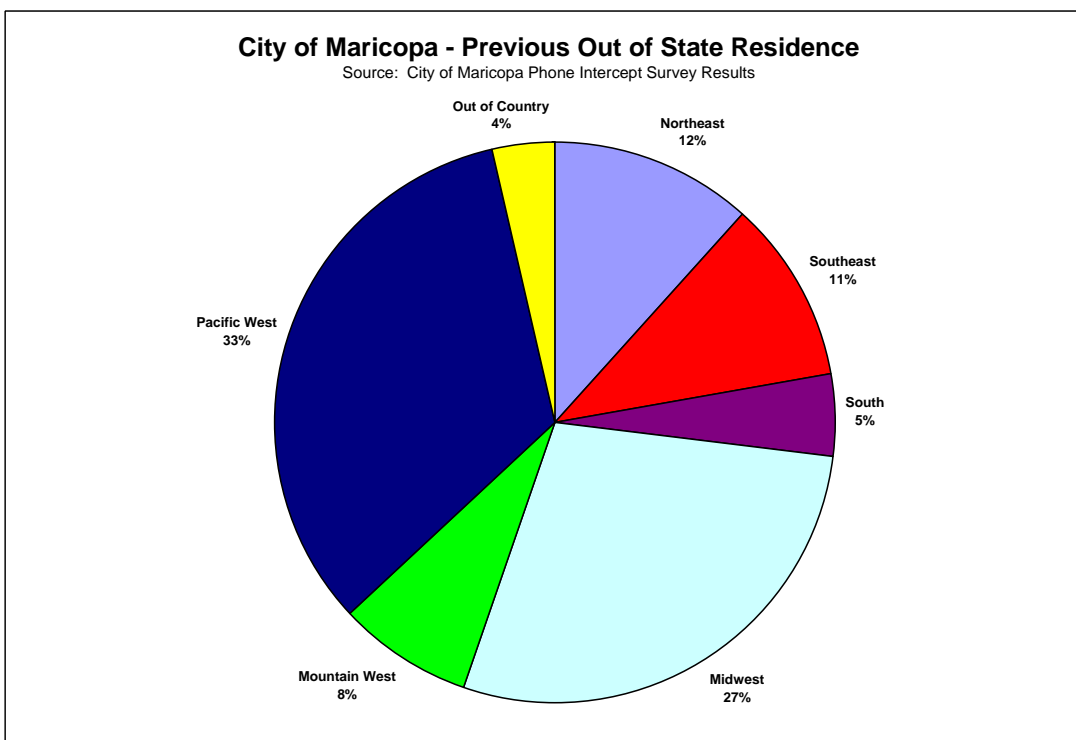
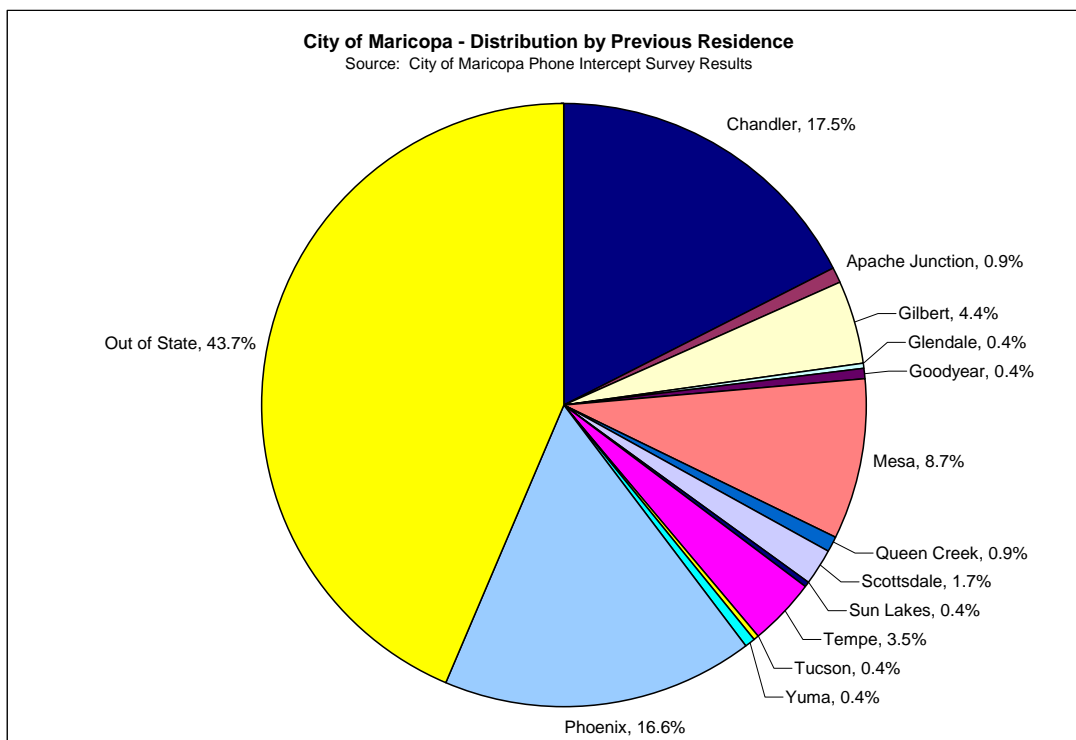
### Length of Residence

According to phone survey results, 72% of households had lived in Maricopa for 4 years or more and only 5% reported 1 year or less. This represents a huge swing from mail-in/online results. It appears that a larger portion of older, more established residents were contacted during the phone survey than completed a mail or online survey.



## Prior Residence

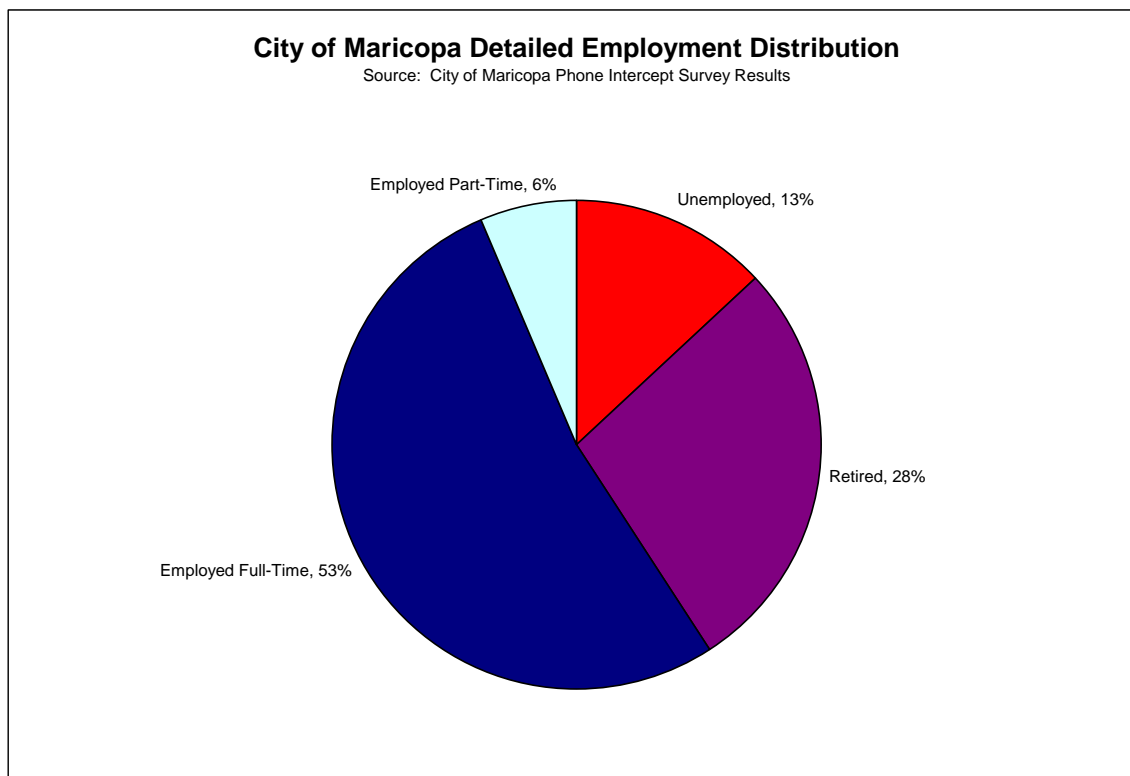
A large proportion of households came to the City from out of state. Of the 43.7% that came from out of state, the largest percentage came from California, followed by Florida, Ohio, and New Jersey. Of those that came from in-state, Chandler, Phoenix, and Mesa were the most frequently cited responses. Very few moved from other Pinal County cities.



## 4.2 Employment Characteristics

### Employment Status

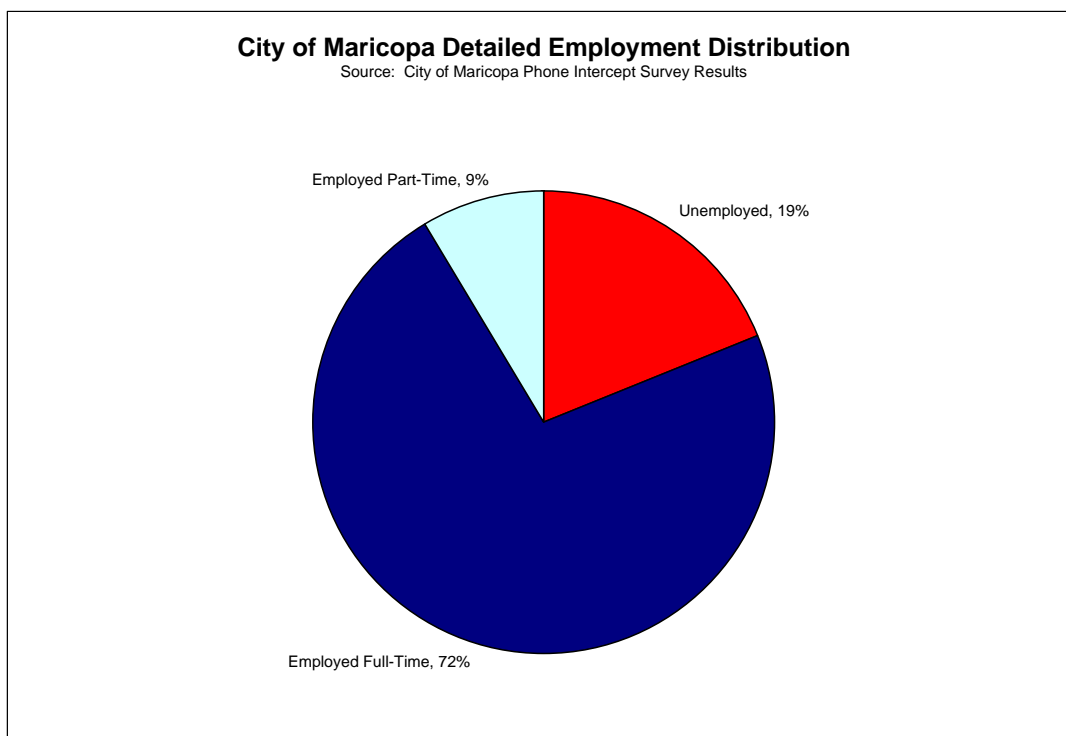
Of the adults in the households contacted, only 53% were employed full-time. Another 6% were employed part-time and 28% were retired. Thirteen percent of the adults in the households surveyed were unemployed.



This is a much different result compared to the most recent and prior year's mail-in/online surveys. Retirees that were contacted by phone were not discouraged from participating in the survey, though they may reasonably decide not to fill out a "Household Labor Survey" if they did not consider themselves part of the labor force. Thus, it is difficult to determine which survey method more closely matches the makeup of the community. Consideration may be given to exclude retired households from future surveys and illustrate the characteristics of just the City's active workforce.

Excluding retirees, approximately 81% of adults within respondent households are employed either part-time or full-time, with the remaining 19% unemployed. This much more closely matches the mail-in/online surveys. Again, there are likely a number of reasons for the 19% of adults unemployed, and does not represent an unemployment rate.





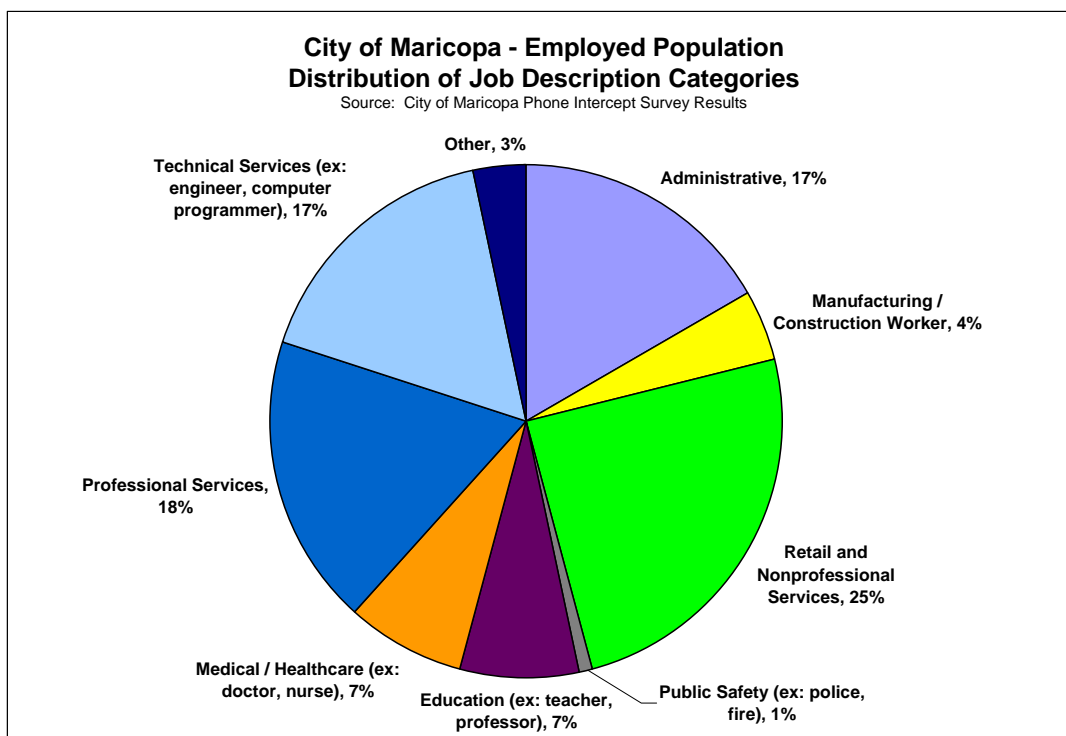
## Occupations

Respondents were asked to identify the occupations of each of the employed adults in the household. These responses were then placed into the job description categories used in the paper/online survey. The most frequent responses were retail and non-professional services, technical services, administrative, and professional services.

These results closely match the mail-in/online survey just performed, with the exception of the “Retail/Non-Professional Services” and the “Other” categories. When aggregated, these two categories have nearly identical distributions. The difference is likely the interpretation of respondents and members of our staff in terms of their job description. Many mail-in/online respondents which likely have job descriptions that fall under non-professional services may have chosen the “Other” category because they did not see an appropriate fit under the other options. Surveyors asked what the adults in each household’s actual occupation was, then made the determination as to which category was most appropriate.

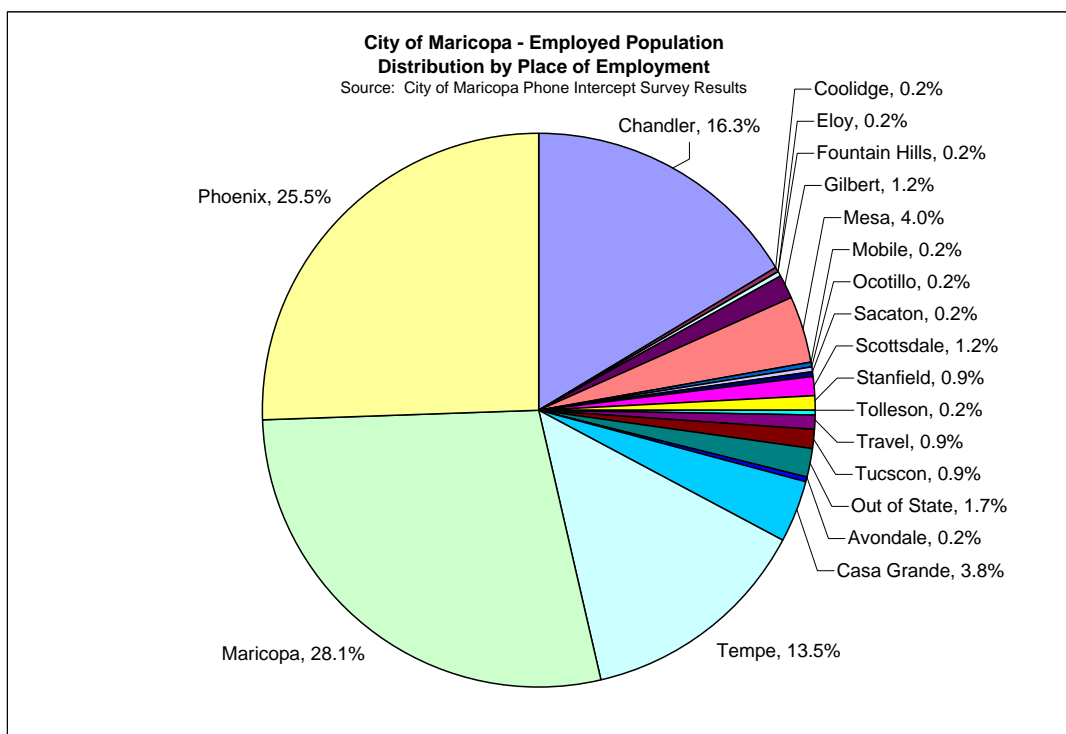
The survey performed in 2008 had a wider range of selections to choose a job description. However, the general categories that these detailed occupations fall under also closely resemble this year’s results.





## Place of Employment

Just over 28% of respondents work in the City of Maricopa while 25.5% work in Phoenix, 16.3% in Chandler, and 13.5% in Tempe. The remainder work in a variety of cities throughout Greater Phoenix and Tucson as well as some that travel in and out of state.





## Phone Intercept Survey

How many persons are in your household?	
How many are children under 18?	
Please choose the most appropriate level of education attained:	
High school degree	
Some college, but no college degree	
Associates degree	
Bachelor's degree	
Graduate degree	
How many of the adults in your household are currently employed full-time?	
How many are employed, but less than full-time?	
1st Occupation	
1st Place of Employment	
2nd Occupation	
2nd Place of Employment	
3rd Occupation	
3rd Place of Employment	
4th Occupation	
4th Place of Employment	
How many are unemployed?	
How many are retired?	
How long have you lived in Maricopa?	
Where did you live prior to moving to Maricopa?	
Please choose the most appropriate household income range:	
Equal to or more than \$15,000	
Equal to or more than \$35,000	
Equal to or more than \$50,000	
Equal to or more than \$75,000	
Equal to or more than \$100,000	
Equal to or more than \$150,000	

# Online Survey Template

What level of education have you completed?

- ☐ Less than 9th grade
- ☐ Some high school, no diploma
- ☐ High school graduate or equivalency
- ☐ Some college, no degree
- ☐ Some technical or vocational school
- ☐ Associates degree
- ☐ Bachelors degree
- ☐ Graduate degree or doctorate

Please list any industry certificates or licenses you hold.

Are you currently employed?

- ☐ No, not currently employed
- ☐ Yes - currently employed

What company do you work for?

In what city do you work?

How far do you commute to work (one-way):

- ☐ Less than 5 miles
- ☐ 5 - 15 miles
- ☐ 16 - 29 miles
- ☐ 30 - 49 miles
- ☐ 50 - 69 miles
- ☐ 70 miles and over
- ☐ Varies; I work at different locations

How long have you worked at this company?

- ☐ less than 1 year
- ☐ 1 to 2 years
- ☐ 3 to 5 years
- ☐ 6 to 10 years
- ☐ more than 10 years

Which ONE of the following best describes your role at your company?

- ☐ Administrative
- ☐ Manufacturing / Construction worker
- ☐ Retail and nonprofessional services
- ☐ Public safety (ex: police, fire)
- ☐ Education (ex: teacher, professor)
- ☐ Medical / Healthcare (ex: doctor, nurse)
- ☐ Professional services
- ☐ Technical services (ex: engineer, computer programmer)
- ☐ Other

Which ONE of the following best describes the industry you work in?

- ☐ Agriculture
- ☐ Utilities
- ☐ Construction
- ☐ Manufacturing
- ☐ Retail
- ☐ Restaurant / Hospitality
- ☐ Transportation / Warehousing
- ☐ Finance / Insurance / Professional Services
- ☐ Real Estate
- ☐ Education
- ☐ Medical / Healthcare
- ☐ Arts / Entertainment / Recreation
- ☐ Government / Public Safety

Please indicate your estimated annual income:

- ☐ less than \$15,000
- ☐ \$15,000 - \$24,999
- ☐ \$25,000 - \$34,999
- ☐ \$35,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ Over \$150,000

If you are currently commuting out of the local area, would you be willing to accept a comparable job that is closer to your home?

- ☐ Yes
- ☐ No
- ☐ Not applicable or Already work in Maricopa

Would you consider changing careers to work closer to home?

- ☐ Yes
- ☐ No
- ☐ Not applicable / Already work in Maricopa

Have you already looked for a job closer to home?

- ☐ Yes
- ☐ No
- ☐ Not applicable / Already work in Maricopa

If you are presently NOT employed, please indicate why.

- ☐ Attending school
- ☐ Can't find a suitable job
- ☐ Raising a family
- ☐ Not seeking employment
- ☐ Retired
- ☐ Other

Would you like to be employed?

- ☐ Yes
- ☐ No

If you are interested in being employed, would you prefer:

- ☐ Full-time employment
- ☐ Part-time employment

How far would you be willing to commute?

- ☐ Less than 5 miles
- ☐ 5 - 15 miles
- ☐ 16 - 29 miles
- ☐ 30 - 49 miles
- ☐ 50 - 69 miles
- ☐ 70 miles and over

What salary range would be the minimum you would accept?

- ☐ less than \$15,000
- ☐ \$15,000 - \$24,999
- ☐ \$25,000 - \$34,999
- ☐ \$35,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ Over \$150,000

Is your spouse or partner currently employed?

- ☐ Yes
- ☐ No
- ☐ N/A (no spouse or partner)

Which ONE of the following best describes his or her role at work?

- ☐ Administrative
- ☐ Manufacturing / Construction worker
- ☐ Retail and nonprofessional services
- ☐ Public safety (ex: police, fire)
- ☐ Education (ex: teacher, professor)
- ☐ Medical / Healthcare (ex: doctor, nurse)
- ☐ Professional services
- ☐ Technical services (ex: engineer, computer programmer)
- ☐ Other

Which ONE of the following best describes the industry he or she works in?

- ☐ Agriculture
- ☐ Utilities
- ☐ Construction
- ☐ Manufacturing
- ☐ Retail
- ☐ Restaurant / Hospitality
- ☐ Transportation / Warehousing
- ☐ Finance / Insurance / Professional Services
- ☐ Real Estate
- ☐ Education
- ☐ Medical / Healthcare
- ☐ Arts / Entertainment / Recreation
- ☐ Government / Public Safety

In what city is his or her company located?

How long have you lived in Maricopa?

Where did you live before moving to Maricopa?

Do you own or rent your residence?

- ☐ Own
- ☐ Rent

How many people live in your household?

Please indicate your household's total estimated annual income.

- ☐ less than \$15,000
- ☐ \$15,000 - \$24,999
- ☐ \$25,000 - \$34,999
- ☐ \$35,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ Over \$150,000

Is it important for the City of Maricopa to actively recruit new employers?

- ☐ Yes
- ☐ No
- ☐ Don't care

Comment

# Mail Survey Template

## 2009 City of Maricopa Household Labor Survey

The Maricopa Economic Development Office is pleased to be working with Elliott D. Pollack & Co. to update the Maricopa community labor study, an important tool in identifying appropriate target industries for the area as well as the information most requested by all types of prospective employers.

**Elliott D. Pollack  
& Company**



*Economic and Real Estate Consulting*

**Save time! Fill out this survey online at [MaricopaMatters.com](http://MaricopaMatters.com)**

### Individual Questions - Employment.

#### 1. Are you currently employed?

- ☐ No
- ☐ Yes

#### 2. What level of education have you completed?

- ☐ Less than 9th grade
- ☐ Some high school, no diploma
- ☐ High school graduate or equivalency
- ☐ Some college, no degree
- ☐ Some technical or vocational school
- ☐ Associate degree
- ☐ Bachelor's degree
- ☐ Graduate degree or doctorate

#### 3. Please list any industry certifications or licenses you hold.

*If employed, continue answering the following questions. Otherwise, skip to the next section.*

#### 4. What company do you work for?

#### 5. In what city do you work?

#### 6. How far do you commute to work each way:

- ☐ Less than 5 miles
- ☐ 5-15 miles
- ☐ 16-29 miles
- ☐ 30-49 miles
- ☐ 50-69 miles
- ☐ 70 miles and over
- ☐ Varies; I work at different locations

#### 7. How long have you worked at this company?

- ☐ Less than one year
- ☐ 1 to 2 years
- ☐ 3 to 5 years
- ☐ 6 to 10 years
- ☐ More than 10 years

#### 8. Which ONE of the following best describes your role at your company?

- ☐ Administrative
- ☐ Manufacturing / Construction worker
- ☐ Retail and nonprofessional services
- ☐ Public Safety (ex: police, fire)
- ☐ Education (ex: teacher, professor)
- ☐ Medical / Healthcare (ex: doctor, nurse)
- ☐ Professional Services
- ☐ Technical Services (ex: engineer, computer programmer)
- ☐ Other \_\_\_\_\_

#### 9. Which ONE of the following best describes the industry *your company* works in?

- ☐ Agriculture
- ☐ Utilities
- ☐ Construction
- ☐ Manufacturing
- ☐ Retail
- ☐ Restaurant / Hospitality
- ☐ Transportation / Warehousing
- ☐ Finance / Insurance / Professional Services
- ☐ Real Estate
- ☐ Education
- ☐ Medical / Healthcare
- ☐ Arts / Entertainment / Recreation
- ☐ Government / Public Safety

#### 10. Please indicate your estimated annual income:

- ☐ Less than \$15,000
- ☐ \$15,000-\$24,999
- ☐ \$25,000-\$34,999
- ☐ \$35,000-\$49,999
- ☐ \$50,000-\$74,999
- ☐ \$75,000-\$99,999
- ☐ \$100,000-\$149,999
- ☐ Over \$150,000

#### 11. If you are commuting out of the local area, would you be willing to accept a comparable job that is closer to your home?

- ☐ Yes
- ☐ No
- ☐ Already work in Maricopa

#### 12. Would you consider changing careers to work closer to home?

- ☐ Yes
- ☐ No
- ☐ Already work in Maricopa

#### 13. Have you already looked for a job closer to your home?

- ☐ Yes
- ☐ No
- ☐ Already work in Maricopa

### Individual Questions - Unemployed.

#### 14. If you are currently NOT employed, please indicate why. (Check only one)

- ☐ Attending school; course of study: \_\_\_\_\_
- ☐ Can't find a suitable job
- ☐ Raising a family
- ☐ Not looking for employment
- ☐ Retired
- ☐ Other: \_\_\_\_\_

#### 15. Would you like to be employed?

- ☐ Yes
- ☐ No (If no, please skip to question 19)

#### 16. If you are interested in being employed, would you prefer:

- ☐ Full-time employment
- ☐ Part-time employment

17. How far would you be willing to commute?

- ☐ Work from home
- ☐ Less than 5 miles
- ☐ 5-15 miles
- ☐ 16-29 miles
- ☐ 30-49 miles
- ☐ 50-69 miles
- ☐ 70 miles and over

18. What salary range would be the minimum you would accept?

- |  |  |
|--|--|
| <input type="checkbox"/> Less than \$15,000  | <input type="checkbox"/> \$15,000-\$24,999 |
| <input type="checkbox"/> \$25,000-\$34,999   | <input type="checkbox"/> \$35,000-\$49,999 |
| <input type="checkbox"/> \$50,000-\$74,999   | <input type="checkbox"/> \$75,000-\$99,999 |
| <input type="checkbox"/> \$100,000-\$149,999 | <input type="checkbox"/> Over \$150,0000   |

Spouse/Partner/Household Employment.

19. Is your spouse or partner currently employed?

- ☐ Yes
- ☐ No
- ☐ No spouse or partner

If you answered "Yes", please continue answering the following questions. Otherwise, skip to the next section.

20. Which ONE of the following best describes his or her role at the company?

- ☐ Administrative
- ☐ Manufacturing / Construction worker
- ☐ Retail and nonprofessional services
- ☐ Public Safety (ex: police, fire)
- ☐ Education (ex: teacher, professor)
- ☐ Medical / Healthcare (ex: doctor, nurse)
- ☐ Professional Services
- ☐ Technical Services (ex: engineer, computer programmer)
- ☐ Other \_\_\_\_\_

21. Which ONE of the following best describes the industry he or she works in?

- ☐ Agriculture
- ☐ Utilities
- ☐ Construction
- ☐ Manufacturing
- ☐ Retail
- ☐ Restaurant / Hospitality
- ☐ Transportation / Warehousing
- ☐ Finance / Insurance / Professional Services
- ☐ Real Estate
- ☐ Education
- ☐ Medical / Healthcare
- ☐ Arts / Entertainment / Recreation
- ☐ Government / Public Safety

22. In what city is his or her company located?

\_\_\_\_\_

General Demographics.

23. How long have you in lived in Maricopa?

years: \_\_\_\_\_ months: \_\_\_\_\_

24. Where did you live before moving to Maricopa (City, State)?

\_\_\_\_\_

25. Do you own or rent your residence?

- ☐ Own
- ☐ Rent

26. How many people (including yourself) in your household are:

- \_\_\_\_\_ Under 18
- \_\_\_\_\_ 18-24
- \_\_\_\_\_ 25-34
- \_\_\_\_\_ 35-44
- \_\_\_\_\_ 45-54
- \_\_\_\_\_ 55-64
- \_\_\_\_\_ 65-74
- \_\_\_\_\_ 75 and up

27. Please indicate the number of people 18 and older (including yourself) in your household according to their highest educational attainments:

- \_\_\_\_\_ Less than 9th grade
- \_\_\_\_\_ Some high school, no diploma
- \_\_\_\_\_ High school graduate or equivalent
- \_\_\_\_\_ Some college, no degree
- \_\_\_\_\_ Associate degree
- \_\_\_\_\_ Bachelor's degree
- \_\_\_\_\_ Graduate degree or doctorate

28. Please indicate your household's total estimated annual income.

- |  |  |
|--|--|
| <input type="checkbox"/> Less than \$15,000  | <input type="checkbox"/> \$15,000-\$24,999 |
| <input type="checkbox"/> \$25,000-\$34,999   | <input type="checkbox"/> \$35,000-\$49,999 |
| <input type="checkbox"/> \$50,000-\$74,999   | <input type="checkbox"/> \$75,000-\$99,999 |
| <input type="checkbox"/> \$100,000-\$149,999 | <input type="checkbox"/> Over \$150,0000   |

29. Do you think it is important for the City of Maricopa to actively work to bring new employers into the city?

- ☐ Yes
- ☐ No
- ☐ Don't care
- ☐ Have a comment: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you for your time. A postage-paid return envelope has been provided for your convenience.



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